APRIL 4, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Program pilots: spring preview of tv offerings for next fall Page 110

As a pioneer television station, we join with others in a renewed pledge to fulfill our responsibilities and to take full advantage of every opportunity to serve the public interest.

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
CHANNEL 8 • LANCASTER, PA. • NBC and CBS

How Do You Gauge the Health of an Industry?

Radio is a mass communications medium with unequaled flexibility, with unquestioned effectiveness. Its firm, strong pulse is felt in the nation's markets, great and small. Bartell Broadcasting Corporation has, for thirteen years, demonstrated the vigor and power of radio in advertising and public service.

BARTELL BROADCASTING CORPORATION

730 FIFTH AVENUE, NEW YORK 19, NEW YORK

WADO New York
WOKY Milwaukee
WAKE Atlanta
WYDE Birmingham
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba

buy St. Louis a la card*
*KTVI RATE CARD
...your lowest
cost per thousand
TV buy in St. Louis
KTVI
BLAIR-TV
2
Amid the floral beauty of
Forest Park's JEWEL BOX
KTVI
CHANNEL 2
ST. LOUIS
Represented
nationally by
BLAIR-TV
abc

"The Seal of Good Business"

real big . . . . AND STILL GROWING!

- IN COVERAGE
- IN POPULARITY
- IN SALES RESULTS

KRLD-TV continues to lead in the great Southwest . . . circulation center for almost 700,000 TV homes in Texas and Oklahoma . . .

Cover the booming, *buying* Dallas-Fort Worth market . . . recognized net weekly circulation leader . . . 10th market in population in the nation!

ASK ANY BRANHAM MAN

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Clyde W. Rembert
President

Channel 4, Dallas
MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Major issue ■ FCC's action announced last Friday affording opportunity for comment on its drastic sponsor identification notice, but without suspending it, makes Sec. 317 burning topic at NAB convention's FCC forum Wednesday morning, April 6, in Chicago. Action, taken at previous Wednesday meeting, was not clarified until Friday session and then FCC split 3-2 with one member (Bartley) absent. Favoring stay were Commissioners Hyde and Lee, with Commissioners Ford, Craven and Cross supporting retention of notice.

Chairman Ford's address before NAB tomorrow, his first since assuming chairmanship on March 15, will deal with hottest topic in broadcasting—programming. FCC chairman hasn't pulled his punches since he was appointed to commission in 1957 and isn't expected to in his maiden NAB appearance, but, as in past, he will disclaim any attempt at censorship, front door, back door or side door.

Big deals under study ■ Antitrust Division of Justice Dept. has undertaken inquiry into NBC-RKO General major market station trades and has broadened inquiry to include CBS affiliation switch from RKO's WNAC-TV to WHDH-TV (BROADCASTING, March 28). Justice Dept. acquiescence on swap of NAB's Philadelphia properties (WRCV-AM-TV) for RKO General's Boston properties (WNAC-AM-FM-TV) is required under court degree, but department also is looking into collateral aspects including RKO General's proposed $11.5 million purchase of WRC-AM-FM-TV Washington from NBC; NBC's $7.5 million-plus purchase of ch. 2 KTVU (TV) San Francisco, and now CBS Boston shift. Antitrust Division lawyers were in New York last week interrogating top network and other officials involved in transactions.

Crowell-Collier in D.C. ■ Last step in NBC-RKO General multi-station sales transactions—sale of WGMS-AM-FM Washington—is now in works. Negotiations are underway to sell Washington's "good music" stations to Crowell-Collier Publishing Co., owner of KFWB Los Angeles, KEWB San Francisco and KDWB Minneapolis-St. Paul. Price believed to be around $1.5 million. RKO General must sell its WGMS properties (which it bought in 1957 for $400,000) to make way for its buy of NBC's WRC-AM-FM-TV Washington.

Word is, informally, that Crowell-Collier does not plan to continue present good music policy of WGMS but is seeking to persuade another Washington outlet to take this "obligation" off its back. Washington's other full-time good music outlet is WASH (FM), owned by consulting engineer Everett L. Dillard. It is part of QXR Network (fed by WQXR New York). Only other all-classical schedule is carried by WMAL-FM which cuts away from mother ABC-affiliated am station at 6 p.m. each night and programs good music until midnight.

Not all bad ■ One of Congress' most frequent critics of broadcasting practices plans this week to give broadcasters a round of applause. Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee and its Antitrust Subcommittee, intends to make speech lauding public service records of several New York radio and television stations. His main point: In considering legislation Congress ought to know good as well as bad about broadcasting.

Pint-sized VTR ■ Ampex Corp. which stole show at NAB's 1956 convention with introduction of video tape recorder, promised to uncork another surprise at 1960 exhibit in Chicago. It's movable VTR only half size of present models and mounted on casters for easy shifting from place to place. Among Ampex claims: new model has same performance as bigger types; occupies only 11 square feet of floor space; can be operated by one technician sitting in chair.

Public service price ■ Who says broadcasters aren't interested in public service? Not Edward Petry & Co. Pioneer station representative and its 25 radio and 30 television clients have just completed survey which underscores multi-million-dollar nature of broadcast contributions in this area. Example: Petry stations alone averaged more than $400,000 apiece in time and talent donations to public service causes last year. Details, with category breakdowns, will be made public by Petry in Chicago this week during NAB convention.

Senate schedule ■ Senate Commerce Committee holds important closed meeting April 13 when, Chairman Magnuson hopes, civil rights debates in Senate will be disposed of and members can get down to business on these communications matters: (1) Edward Mills nomination and Robert E. Lee renomination to FCC, (2) broadcaster-network-advertiser-agency conference sidetracked by civil rights in February, (3) FCC Chairman Ford's report on negotiations with military for vhf spectrum space, (4) free political tv time bill and possibly (5) tv-radio ratings.

Sen. Magnuson points out FCC nominations technically won't be before committee until it meets, and he'll allow two more weeks for notifying nominees' home state senators, putting hearings April 27 at earliest. Possible Democratic policy objections to Lee and Mills nomination should be weighed against fact no potential lame duck FCC nominee has been refused confirmation in recent years. But if this does happen, President would then be faced with task of making interim appointments.

Didn't say yes—or no ■ There's still a ray of hope, though mighty dim, for deal with military on extension of vhf band from existing 12 channel limit. That's nub of FCC report sent to Chairman Pastore of Senate Commerce Subcommittee on Communications last Friday. FCC Chairman Frederick W. Ford, who has been FCC's liaison with military on allocations, previously had advised committee (BROADCASTING, Feb. 8) that outlook was bleak indeed. Latest report doesn't entirely kill off prospect but keeps it barely alive.

Split personality ■ Hearst Corp. reportedly is making rounds of rep companies with PI (per inquiry) deal on behalf of trio of its magazines (*Sports Afield, House Beautiful* and *Good Housekeeping*). It's understood Hearst would pay participating stations 20% of all subscription orders resulting from announcements. Check at Hearst brought report: It's "just talk so far."

Bottleneck breaker ■ If FCC Chairman Fred W. Ford has his way (and there's every reason to believe he will), FCC shortly will create post of Director of Special Projects, to coordinate projects requiring FCC action. Chairman's candidate: James B. Sheridan, assistant chief of Economics Division, Broadcast Bureau, who has been with FCC since 1941. Mr. Sheridan worked with chairman while he was FCC attorney back in 1950.

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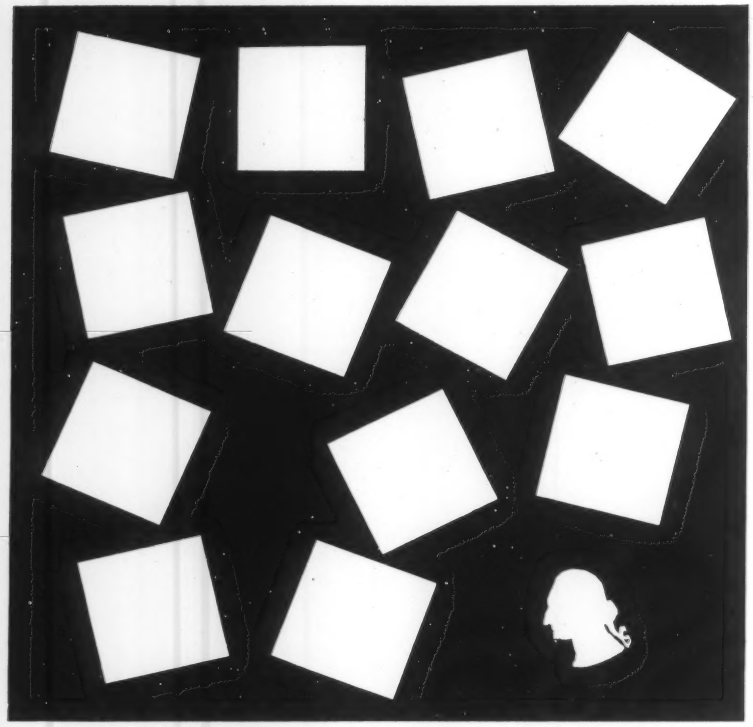

E PLURIBUS UNUM SQUARED

Suppose each of the thirteen original colonies sent an equal number of men to fight the Redcoats. Suppose they fought in solid phalanxes of perfect squares (that is, the men from each colony formed a square of n men on a side, so that the total number of men present was $13n^2$). Suppose George Washington, the great unifier, decided to add himself to the total and rearrange the works, himself included, into one big solid, perfect square.

1. What's the smallest number of men each colony would have had to send to make the unification possible? (No fractions permitted. G.W. required whole men.)

2. What has this to do with Washington, D. C. time-buying?

(We'll send you the answer to the first question upon request. Or, if you send us the correct solution, we'll send you a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y.)

(We never could figure out the answer to the second question.)

wmal-tv

abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

WEEK IN BRIEF

Chicago! Chicago! ■ Broadcasting industry moves to temporary headquarters at Conrad Hilton Hotel for 38th annual NAB Convention. Begins page **38.**

CONVENTION LEAD STORY ..... **Page 38**
OFFICIAL, UNOFFICIAL AGENDAS ..... **Page 40**
"WHERE TO FIND IT" DIRECTORY ..... **Page 50**

MR. REAGAN

Personal approach packs extra tv punch ■ The aim of virtually all advertising is persuasion. So television, like person-to-person communication, is most effective when it is personal, one personality persuading another personality and using logic and enthusiasm which convey a sincere interest in serving the needs or desires of the prospective buyer. These and other ideas about the personal approach are explored by J. Neil Reagan, vice president, McCann-Erickson, Hollywood, in this week's MONDAY MEMO. Page **32.**

On-air pay tv readied for Hartford ■ Zenith-RKO General alliance for toll tv announced. Zenith's Phonevision system due to start in Hartford, Conn., if FCC approves. RKO General buying Hartford "u" for three-year demonstration. Page **35.**

Want to sell? Use radio ■ Advertisers tell how they did it, agency executives trace evolution of some distinctive commercials as RAB holds its fifth annual National Radio Advertising Clinic. Page **54.**

Big advertiser five in tv ■ Procter & Gamble (at $95 million-plus), Lever, American Home Products, Colgate-Palmolive and General Foods tote up $251.8 million worth of tv gross billing in 1959; P&G is top spot tv advertiser and Adell Chemical's Lestoil is No. 1 tv spot brand. Page **56.**

Radio spot: new swingabout? ■ Two former spot radio tonnage advertisers, Bulova Watch and Pepsodent, break with campaigns on limited basis. Page **64.**

Record ABC earnings ■ Leonard Goldenson reports higher earnings and income for ABC and for parent AB-PT. Page **76.**

Are ratings scientific? ■ Oversighter Harris says he plans to find out and he's commissioned a study by statistical survey experts to determine validity of ratings. Page **82.**

Right to be heard ■ Broadcasters continue demands for FCC reconsideration of its Sec. 317 interpretation (sponsor identification) and seek opportunity to comment in rulemaking proceeding. Methods of compliance are still buried in confusion. Page **86.**

FTC joins FCC on ethics ■ Kintner tells House Commerce Committee why FTC doesn't like two ethics bills. His objections are mostly the same as the FCC's. Page **88.**

A buyer's market ■ A spring preview of next fall's pilots indicates there'll be more situation comedy shows in next season's tv schedules. Page **110.**

How the tv network shows line up ■ Quarterly service of BROADCASTING gives complete rundown of all television network shows, sponsors, times and other information. Page **139.**

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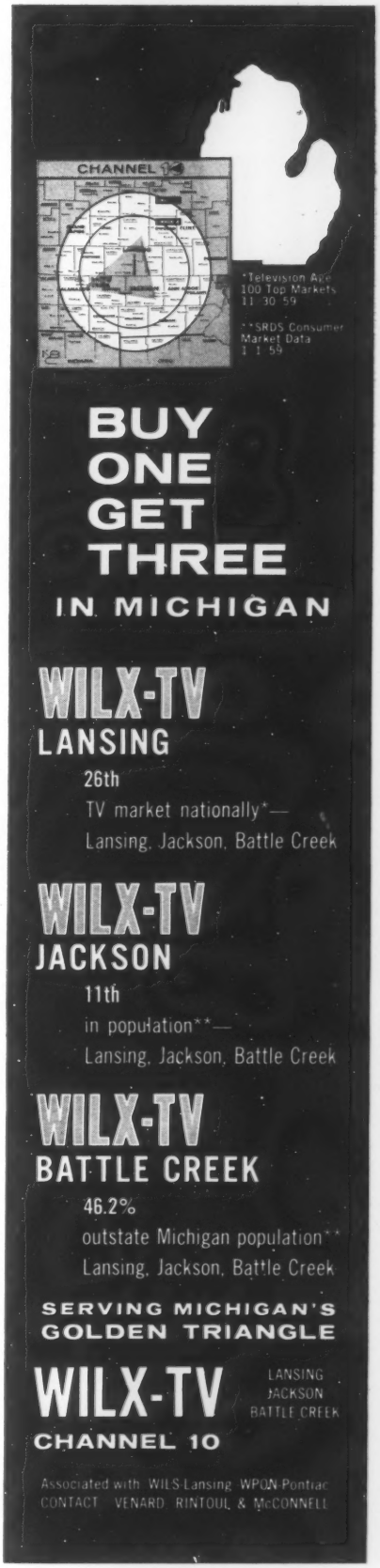
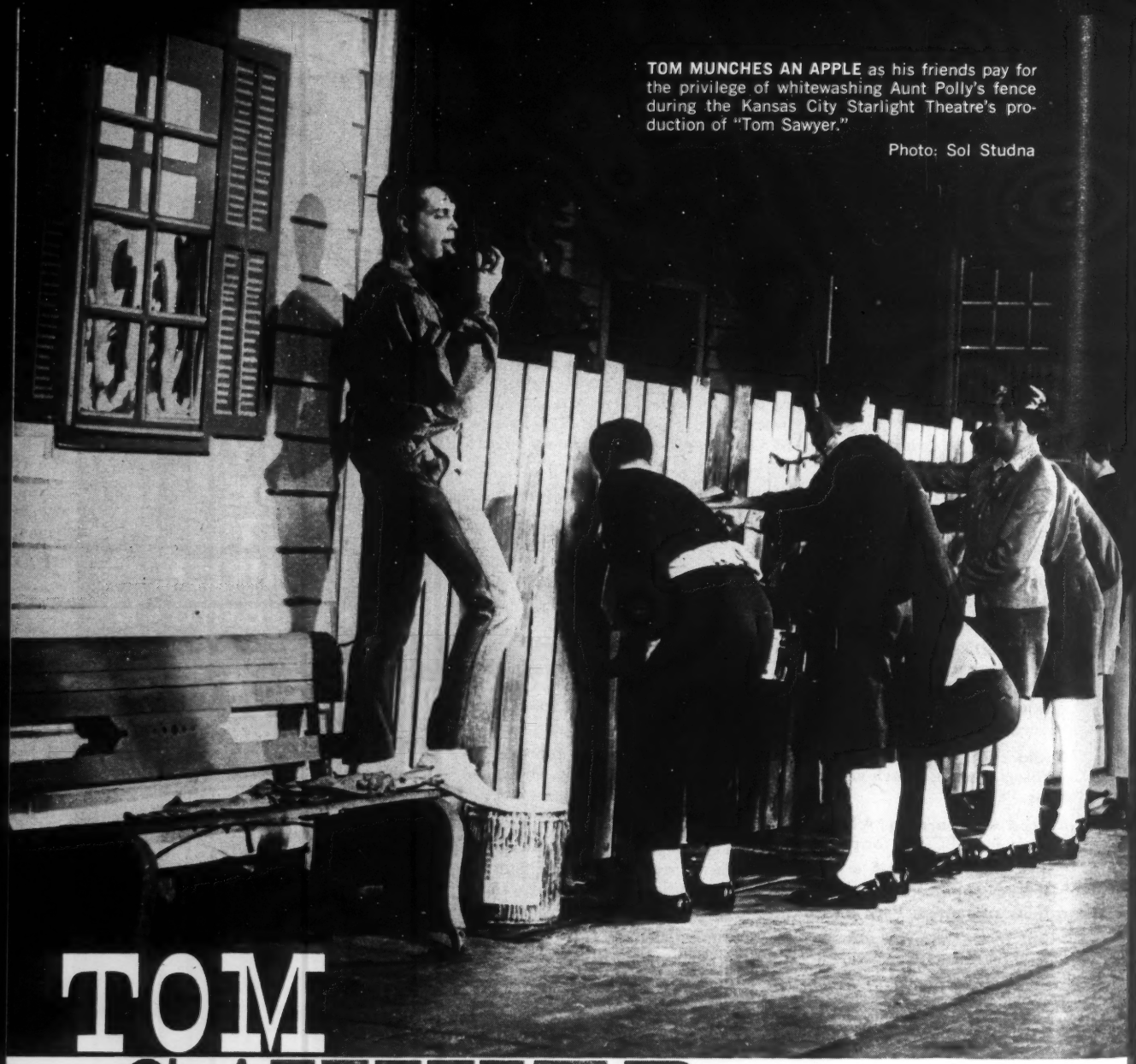




TOM MUNCHES AN APPLE as his friends pay for the privilege of whitewashing Aunt Polly's fence during the Kansas City Starlight Theatre's production of "Tom Sawyer."

Photo: Sol Studna

TOM SAWYER buys Kansas City too

Big things happen to Kansas City. It's chosen for the world premiere of the new musical, "Tom Sawyer." It's the scene of the dedication of "St. Martin of Tours," last sculpture completed by the great Carl Milles. New trafficways and airports. Steadily rising buying power. Record breaking department store sales.

Kansas City's a moving, imaginative, responsive community of more than a million. And Kansas City responds—so say ARB and Nielsen—to KCMO-TV more than any other television station. Month after month, more quarter-hour firsts for KCMO-TV.

The reason? Because we program to get the audience. Because we broadcast at maximum power from America's tallest self-supported tower. Because Kansas City gets the big clear picture on the world from KCMO-TV.

KCMO TV Channel 5

CBS Television Network

E. K. Hartenbower, Vice President and General Manager
Sid Tremble, Station Manager

The Tall Tower at Broadcasting House • Kansas City, Mo.

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency.
Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

SPONSOR RULE VIEWS SOUGHT

But FCC fails to suspend Sec. 317 order

FCC backed up one short step from controversial sponsor identification notice it issued two weeks ago and agreed to consider comments. But it refused to rescind or stay effectiveness of March 16 interpretation (early story page 86).

In notice issued Friday, commission instituted inquiry and invited comments, including "supporting briefs and memoranda of law," with cutoff date May 2.

Action had concurrence of five participating commissioners (Commissioner Robert T. Bartley was absent), but two dissented at refusal to suspend effectiveness of March 16 notice. Dissenters were Commissioners Rosel H. Hyde and Robert E. Lee.

March 16 notice, which turned 30 years of operational practices topsy turvy, held that term "consideration" in Sec. 317 of Communications Act has wide application (BROADCASTING, March 21, 28). It tabbed as commercial, and therefore required to be identified as such, free records, junkets, furnishing of program material, trade-outs, and other forms of barter (time for product).

Bitter Attack ■ Notice was bitterly attacked by industry segments. Thrust of complaints was that so-called "interpretation" was so far-reaching and radical broadcasters should have chance to comment on it in rulemaking proceeding before adoption.

In its notice of inquiry Friday, FCC said it would consider whether clarification of March 16 notice was desirable. It denied requests that the subject be made rulemaking.

Commissioner Hyde said that since commission may find, after comments are in, that March 16 notice goes beyond intent and purpose of Sec. 317, it should be suspended until comments can be considered. Commissioner Lee concurred in Mr. Hyde's statement.

Satellite relaying weather data via tv

Tv-equipped space robot weatherman began sending meteorological information back to Earth Friday. Satellite was sent into 400-mile-high orbit early in morning. It will relay still pictures of Earth's cloud cover, permitting better weather forecasting. Pictures from dual tv cameras (each size of water glass) were termed "very good" by National Aeronautics & Space Administration officials.

Satellite was put into orbit by Thor-Able rocket. It weighs 270 lbs. and will circle Earth every 90 minutes. Pill-box-shaped satellite is covered with 9,000 solar cells to recharge nickel cadmium batteries. Expected usefulness of experiment, first of three, is about three months.

Two tv cameras differ in coverage and resolution. Side-angle camera is designed to cover cloud area up to 800 miles per side. Narrow angle camera will photograph smaller area within first camera's view. Each has specially-designed ½-inch vidicon tube and focal plane shutter to permit storage of still pictures on tube screen.

Lens speed of side-angle camera is f/1.5; narrow-angle f/1.8; shutter speed 1.5 milliseconds; lines per frame 500; frames per second ½; video bandwidth 62.5 kc.

Connected to each camera is midget video tape recorder to record up to 32 photographs for later relay. Tape is 400 feet long and moves at 50 inches per second.

Fm transmitter in each photo system operates with 19 w output on 235 mc. Beacon transmitters for tracking operate on 108 mc and 108.03 mc, with power output of 30 mw.

Satellite and special ground station equipment was designed and constructed by RCA's Astro-Electronic Products Division, under technical supervision of U.S. Army Signal Corps.

New Harris probe set on bills in radio-tv

FCC is expected to be first witness in April 12-14 hearing by House Communications & Power Subcommittee on Chairman Oren Harris' bill (HR 11341) to regulate networks and restrict station transfers. Invitations to testify are being sent to interested parties including networks and NAB. Other recent bills related to Feb. 7 recommendations on network regulation and station transfers in Harris Oversight Subcommittee interim report (BROADCASTING, Feb. 8) also will be considered.

If hearing isn't concluded that week, communications subcommittee's next open dates are week of April 25, since annual Easter recess includes April 15 to noon April 19 and Oversighters' Dick Clark hearing starts about April 21 (story page 92).

Other Harris bill (HR 11340)—to restrict payoffs and swap-offs among applicants, require local hearings on original station applications, authorize 10-day license suspensions, prohibit payola and plugola and make rigging of on-air contest criminal offense—will be heard at later date, along with similar bills.

FCC trying to censor, NAB comments charge

NAB charged FCC attempt to censor programming in objection to proposed rulemaking to allow station licenses of less than three years. Rulemaking elicited little interest from broadcasters generally, with only four comments received by Friday (April 1) deadline.

"It seems apparent (the) proposal is aimed at programming," NAB said. "This to us is censorship. Through the device of a probationary period the commission would, in effect, be forcing compliance with some vague view of public taste. . . . A grant on a six-months or one-year basis could so handicap an operation as to preclude it from getting off the ground."

CBS said proposal seems to be unnecessary since FCC already can withhold renewals till questions are resolved.

Westinghouse Broadcasting Co. approved shorter license periods if issued only after full hearing. WBC renewed request for maximum five-year licenses "to insure greater stability of operation." Fourth comment was filed by WEJL Scranton, Pa.

WGA strike vote

Strike action against tv and radio networks for live programs (news and continuity chiefly) and against some 50 independent tv film companies authorized March 31 at membership meetings of radio-tv branch of Writers Guild of America. No strike is contemplated immediately as WGA negotiations continue with networks in New York and film companies in Hollywood, but WGA council now has authority to call these

AT DEADLINE CONTINUED

strikes if it deems necessary.

WGA has been on strike against major motion picture producers for both theatrical and television films and against alliance of tv film producers since January 15 and on March 19 also pulled members from writing for tv films produced by networks. Members rejected new proposals of ATSP as inadequate, but approved renewed negotiations with these major tv film makers in attempt to resolve conflict of increased domestic residuals and fees for foreign runs of tv filmed programs.

Networks skeptical of clears rulemaking

Deluge of comments at FCC deadline (April 1) on proposed clear channel rulemaking fell into three groups: (1) mostly educators asking class II channels; (2), protests against power boosts for I-As; (3) individual stations asking specific clear channel frequencies.

Three networks were extremely skeptical. ABC said it supports main idea that many areas need more clear channel service, but said FCC's plan is not "optimum." Better, ABC held, would be use of "broken down eastern clears" in three Pacific coast states.

CBS Radio said it doesn't advocate breakdown of clears, but would not oppose FCC plan if it "holds promise" of solution.

NBC said need of people in areas where class II unlimited stations are proposed outweighs present service of class Is.

Proposed increase of class I-As to over 50 kw brought howl of protest. RKO General and host of stations led attack, claiming stations in small communities would be hit hard. WLW Cincinnati backed high power increase as only method of serving unserved areas.

FCC proposal for new unlimited time class II assignments on 23 class I-A channels drew enthusiasm from education groups.

New 'exhibit'

Motherhood threw a wrench into FCC hearing Friday when Marianne Woodson Cobb, consulting engineer for one applicant in 940 kc case, became mother of boy. Exchange of engineering exhibits was due April 5, but attorneys for Catonsville Broadcasting Co. (seeking 1 kw day in Catonsville, Md.) asked for continuance on grounds of "act of God." Seven other parties agreed. Mrs. Cobb's boy, her fourth child, arrived at 5 a.m. Friday at Washington Hospital Center.

Conference resolution

Further resolutions on radio-tv released Friday by 1960 White House Conference on Children and Youth (early story page 106). Mass media forum urged broadcasting and advertising industries to assume greater responsibility for elevating moral and ethical values of programs and to present high quality programming designed for entertainment and for education "as embodied in the NAB code." Forum also urged religious and civic groups to voice praise and criticism to national and local broadcasters in individual letters and that state committees of White House Conference conduct courses "in selection and proper use of tv and radio (and other mass media)."

Resolutions calling for scientific research projects into effect of programs on both children and parents were passed. These were similar to suggestions by CBS' Irving Gitlin, who spoke opening day. Other media were touched upon in forum's recommendations, but greatest cries for reform were aimed at broadcasting.

Fogel's fm prediction

Fm in next 10 years will relegate am to pages of history, Henry Fogel, president of Granco Products, Kew Gardens, N.Y., said in speech prepared for delivery yesterday (April 3) at NAB Fm Day session in Chicago. Short-range forecast: 2,000 fm stations broadcasting stereo in 1963, compared with 900 fm stations today, all with monaural signal; four million annual fm set sales (quarter of them in cars) by 1963, compared with around one million last year. He noted FCC July deadline for filing proposed standards for fm stereophonic broadcasting and said full stereo programs can be expected by end of year. Mr. Fogel urged set-makers and broadcasters to exploit "multi-billion sales potential" of fm.

Fourth Young rep

Southern Advertising Representatives Inc., fourth member of Adam Young station representative companies, started operation Friday (April 1) at Atlanta headquarters) (1182 W. Peachtree St.) with other offices in St. Louis and New Orleans. It is established as autonomous unit offering regional services and as southern division of Adam Young Inc. (radio) and Young Television Corp. Territory embraces 15 states. SAR is headed by Harold M. Parks, who is succeeded in former position of eastern sales manager of Young Tv by Alfred T. Parenty, formerly on Chicago sales staff of Young Tv.

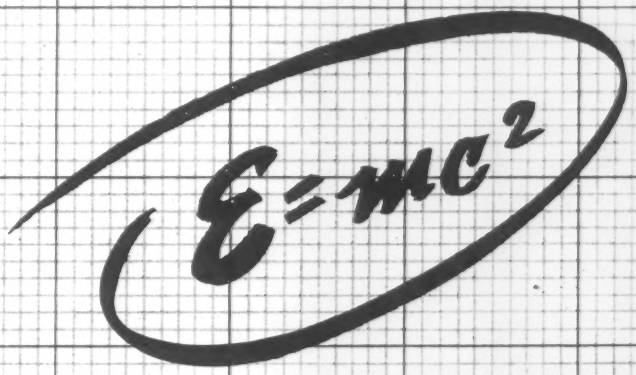
WEEK'S HEADLINERS

John D. Burke, vp of Compton Adv., New York, appointed creative director of agency. Accounts in his division include Remington Rand, Ivory Liquid, General Baking and Comet. He has been with Compton since 1956 and earlier had been copy chief at Erwin Wasey, Ruthrauff & Ryan, New York.

Richard H. Close, director of NBC Spot Sales, promoted to NBC vp, national spot sales. He has been with NBC 27 years, starting in 1933 as page. He transferred to local sales traffic department in 1935 and became supervisor in 1942. He has since served in numerous capacities in Spot Sales, including manager before radio and tv activities were separated; eastern manager for radio; eastern manager for tv; national manager and subsequently director of represented stations. He became NBC Spot Sales director in 1958.

Mary Jane Morris, secretary of FCC for six years, resigned Friday to enter private law practice. Miss Morris, attorney with FCC since 1948, will be associated with her brother, John C. Morris, member of Michigan state legislature, in Midland, Mich. She also will open Washington, D.C., office. Miss Morris attended Michigan State College and U. of Michigan, receiving Juris Doctor degree in 1943. She practiced in New York and Washington before joining FCC. In 1944 she served as assistant to chairman, speakers' bureau, Republican National Committee. She is member of Michigan, New York and D.C. bars.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



(Just a matter of Relativity)

- WBTV-Charlotte is FIRST TV Market in Entire Southeast with 595,200 TV Homes*
- WBTV Delivers 43% More Television Homes than Charlotte Station "B"**

**Television Magazine—January 1960 **NCS #3*

LET'S COMPARE MARKETS!

WBTV-CHARLOTTE	**595,200**
ATLANTA	571,500
MEMPHIS	483,800
LOUISVILLE	459,000
MIAMI	434,900
BIRMINGHAM	425,100
NEW ORLEANS	381,900
NASHVILLE	344,400
NORFOLK-PORTSMOUTH	339,700
RICHMOND	271,000

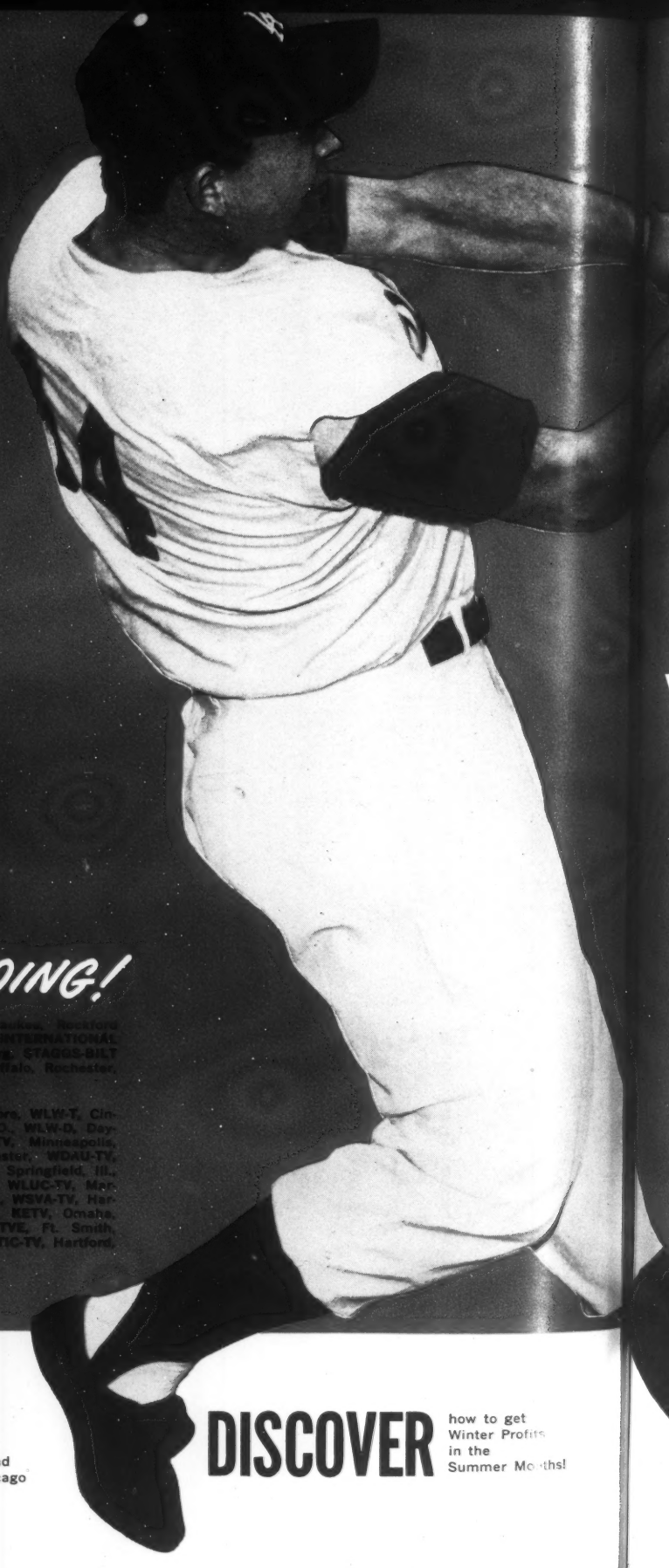
JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3 CHARLOTTE

Represented nationally by CBS Television Spot Sales

CAN GIL HODGES BEAT WILLIE MAYS?



You'll see when the top home run hitters of today meet in direct competition.

GOING! GOING! GOING!

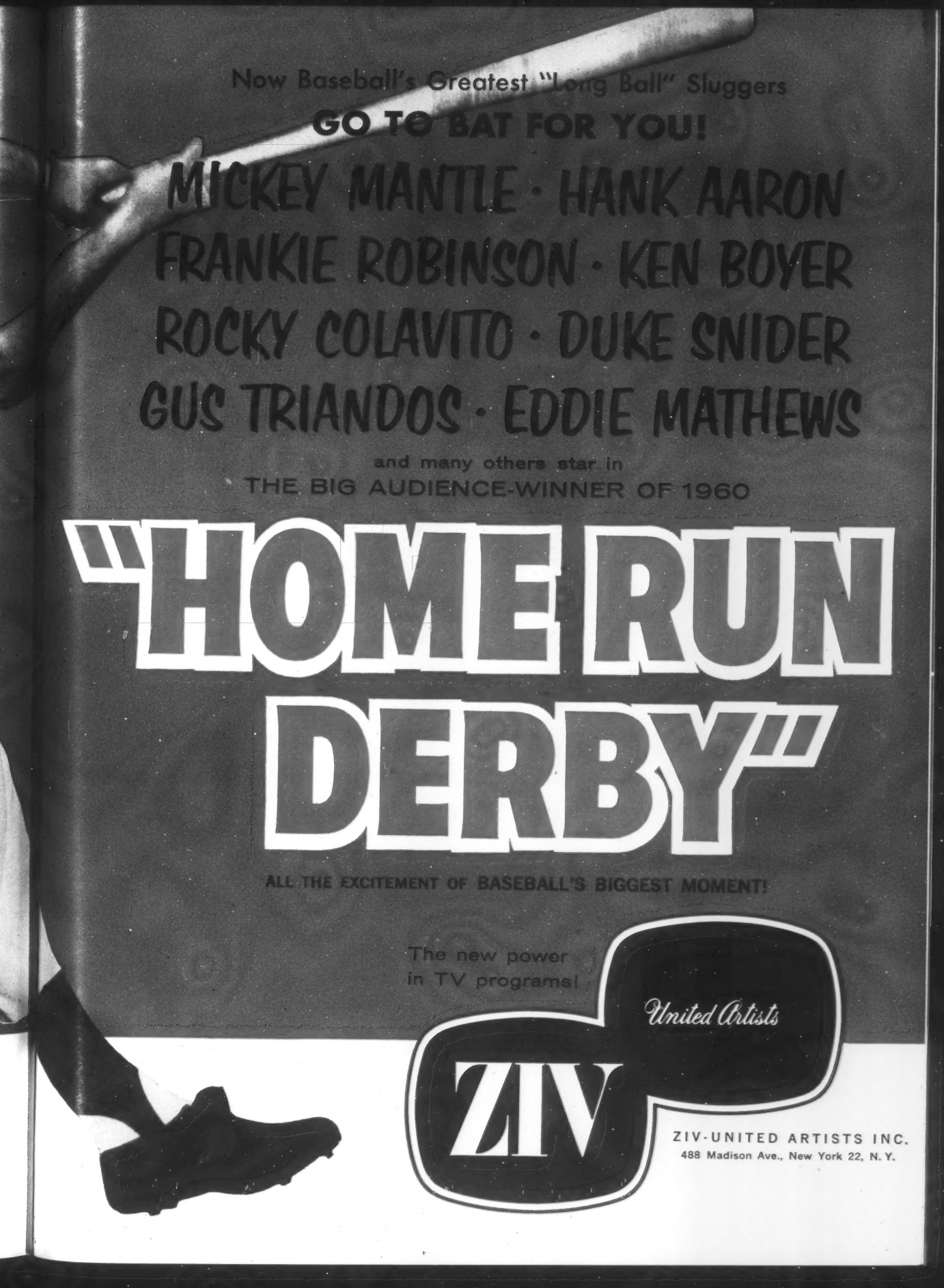
GRABBED BY: CONSOLIDATED CIGAR in Green Bay, Milwaukee, Rockford and other midwest markets, SCHLITZ BEER in Albany, Ga., INTERNATIONAL HARVESTER CO., in Savannah, Greenbay, Tampa-St. Petersburg, STAGGS-BILT HOMES in Phoenix, JOHN LABATT, LTD., OF CANADA in Buffalo, Rochester, Erie, Watertown . . . and many others!

SNAPPED UP BY: WALB-TV, Albany, Ga., WSAL-TV, Baltimore, WLW-T, Cincinnati, WSAZ-TV, Huntington-Charleston, WLW-C, Columbus, O., WLW-D, Dayton, WLW-I, Indianapolis, KPLC-TV, Lake Charles, WCCO-TV, Minneapolis, WAVY-TV, Norfolk, WJAR-TV, Providence, WROC-TV, Rochester, WDAU-TV, Scranton-Wilkes-Barre, WSJV-TV, South Bend-Elkhart, WICS-TV, Springfield, Ill., KFSD-TV, San Diego, WEEK-TV, Peoria, KLIX-TV, Idaho Falls, WLUC-TV, Marquette, Mich., WAGA-TV, Atlanta, KTVE, El Dorado-Monroe, La., WSVA-TV, Harrisonburg, Va., WJAC-TV, Johnstown, Pa., WLOF-TV, Orlando, KETV, Omaha, WTVW, Evansville, KTVH, Wichita-Hutchinson-Great Bend, KTVE, Ft. Smith, Ark., WTVY, Tampa-St. Petersburg, WREX-TV, Rockford, Ill., WTIC-TV, Hartford, WRVA-TV, Richmond . . . and many others!

AT THE **NAB** Convention April 3-6

VISIT Ziv-UA's Hospitality Suite 2300 Hotel Conrad Hilton, Chicago

DISCOVER how to get Winter Profits in the Summer Months!


Now Baseball's Greatest "Long Ball" Sluggers
GO TO BAT FOR YOU!
MICKEY MANTLE · HANK AARON
FRANKIE ROBINSON · KEN BOYER
ROCKY COLAVITO · DUKE SNIDER
GUS TRIANDOS · EDDIE MATHEWS
and many others star in
THE BIG AUDIENCE-WINNER OF 1960
"HOME RUN DERBY"
ALL THE EXCITEMENT OF BASEBALL'S BIGGEST MOMENT!
The new power in TV programs!
United Artists
ZIV
ZIV-UNITED ARTISTS INC.
488 Madison Ave., New York 22, N. Y.

YOU MAY NEVER SURVIVE 61 MARRIAGES*—

BUT... WKZO Radio Will Do Your "Courting" For You In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio causes more "marriages" between manufacturers and consumers than any other AM station in Kalamazoo-Battle Creek and Greater Western Michigan!

Pulse (see left) gives WKZO-AM a total audience 32% larger than that of any other station. And WKZO-AM keeps the lead morning, afternoon, evening (Monday through Friday, 6 a.m.-Midnight)—*No. 1 in 345 of 360 quarter hours surveyed!*

Ask Avery-Knodel for the details on WKZO-AM.

**Mrs. Theresa Vaughan, 24, of Sheffield, England, confessed to 61 bigamous marriages in 5 years.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

APRIL

April 3-6—NAB Annual Convention, Conrad Hilton Hotel, Chicago. Full agenda in NAB Convention section of this issue.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks. 10-11:30 p.m. EST.

April 4—Industry Film Producers Assn. meeting. 7:30 p.m. Cinesound, 1037 N. La Brea, Hollywood.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. **Premium Adv. Assn. of America** will hold its annual conference in conjunction with exposition at same site April 5. Major speakers: Michael J. O'Connor, merchandising director, Tatham-Laird, and G. Herbert True, director of creativity research, Visual Research, Inc.; David H. Trott, advertising manager of Procter & Gamble overseas division. The **National Premium Sales Executives** conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

***April 7—Special meeting on educational television, at **University of California in Los Angeles,** Humanities Bldg., 8 p.m. Steve Allen; Rudy Bretz, in charge of etv at UCLA, and Frank O. McIntyre, public relations director, California Teachers Assn., will speak.

***April 8-June 10—Tv lecture series at Woodlawn Residence for students of **U. of Chicago,** covering various aspects of medium. Scheduled speakers (in order of appearance): James W. Beach, ABC-TV Central Div.; Clark B. George, WBBM-TV Chicago; Edward P. Shurick, Blair-Tv Inc.; Norman E. Cash, Television Bureau of Adv.; Garth Heisig, Motorola Inc.; Donley Fedderson, WTTW (TV) Chicago; Don Tennant, Leo Burnett Co.; The Rev. John S. Banahan, radio-tv department, Roman Catholic Archdiocese of Chicago, and William J. Gilligan, Park Adv. Chairman of series: Howell J. Malham, John Blair & Co.

April 8-9—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

***April 8-9—American Assn. for Public Opinion Research** will launch a western chapter at an organization meeting at Leland Stanford U., Palo Alto, Calif. Organizers are Drs. Charles Glock and Hanan Selvin of the U. of Calif. at Berkeley; Ray Robinson, director of research, Hixson & Jorgensen; Charles Wright, UCLA; Harry Alpert, U. of Washington, and Mervin Field, conductor of the Calif. Poll.

***April 9-10—Disc Jockey Assn.,** membership meeting. Pick-Nicollet Hotel, Minneapolis.

April 11—Deadline for filing reply comments to proposed **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***April 20—Radio Advertising Bureau** area sales clinic, New York. For complete list of subsequent clinics and cities, see BROADCASTING, March 28.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America,** 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting. April 21: business sessions for members only. April 22: open also to advertiser and media guests; "How AAAA Is Working on the Problem of Objectionable Advertising," by Robert E. Allen, Fuller & Smith & Ross, AAAA content improvement committee chairman; speeches by Charles H. Brower, BBDO on agencies' creative responsibilities, and Herbert M. Cleaves, General Foods, on business man's view of sound advertising. April 23, also open: economic outlook by Martin Gainsbrugh, National Industrial Conference Board; reports by Sinclair Wood, British Institute of Practitioners in Advertising, Norman Cousins of "Saturday Review," Robert Ganger of D'Arcy Adv., AAAA chairman; presentation of Arthur Kudner Award by David Ogilvy of Ogilvy, Benson & Mather. Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego. Guest speakers: Rep. Bob Wilson (R-Calif.) and Paul Willis, vice president in charge of advertising for the Carnation Co.

***April 22 — Arizona Broadcasters Assn.** spring meeting at Sands Hotel, Tucson. Dr. Ben Markland, KUAT (TV), U. of Arizona tv station, and Richard S. Salant, CBS vp, will address morning session at the university. Open discussion scheduled for afternoon, banquet for evening.

April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

***April 24-28—U. of Florida School of Journalism & Communications** journalism-broadcasting week, Gainesville. (Broadcasting Day, Monday, April 25th.) Speakers will be: Matthew Culligan, general corporate executive, McCann-Erickson; Mary Jane Morris, secretary, FCC; Grady Edney, national program director for radio, Storer Broadcasting Co.; Charles H. Tower, manager, Dept. of Broadcast Personnel & Economics, NAB; John F. White, president, National Educational Television.

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to

C-O-M-M-A-N-D-I-N-G
L-E-A-D-E-R-S-H-I-P
on all viewing fronts!

WREX-TV continues to dominate Rockford and Area Viewing . . .

- AT NIGHT
  45 of the Top 50 Shows . . .
- IN THE DAYTIME
  All 20 of the Top 20 Shows
- TOP WESTERNS
  7 of the Top 8 Shows
- TOP FAMILY SHOWS
  5 of the Top 5 Shows
- TOP SPORTS, SYNDICATED FILM, MOVIES, PUBLIC SERVICE.

**Source ARB Oct. 25 - Nov. 21, 1959*

IN FACT . . . All Day and All Night! . . . Every Hour of the Week is "Good Time" on . . . WREX-TV

abc J. M. BAISCH Vice Pres.-Gen. Mgr. Represented By H-R Television, Inc. CBS

WREX-TV
channel 13

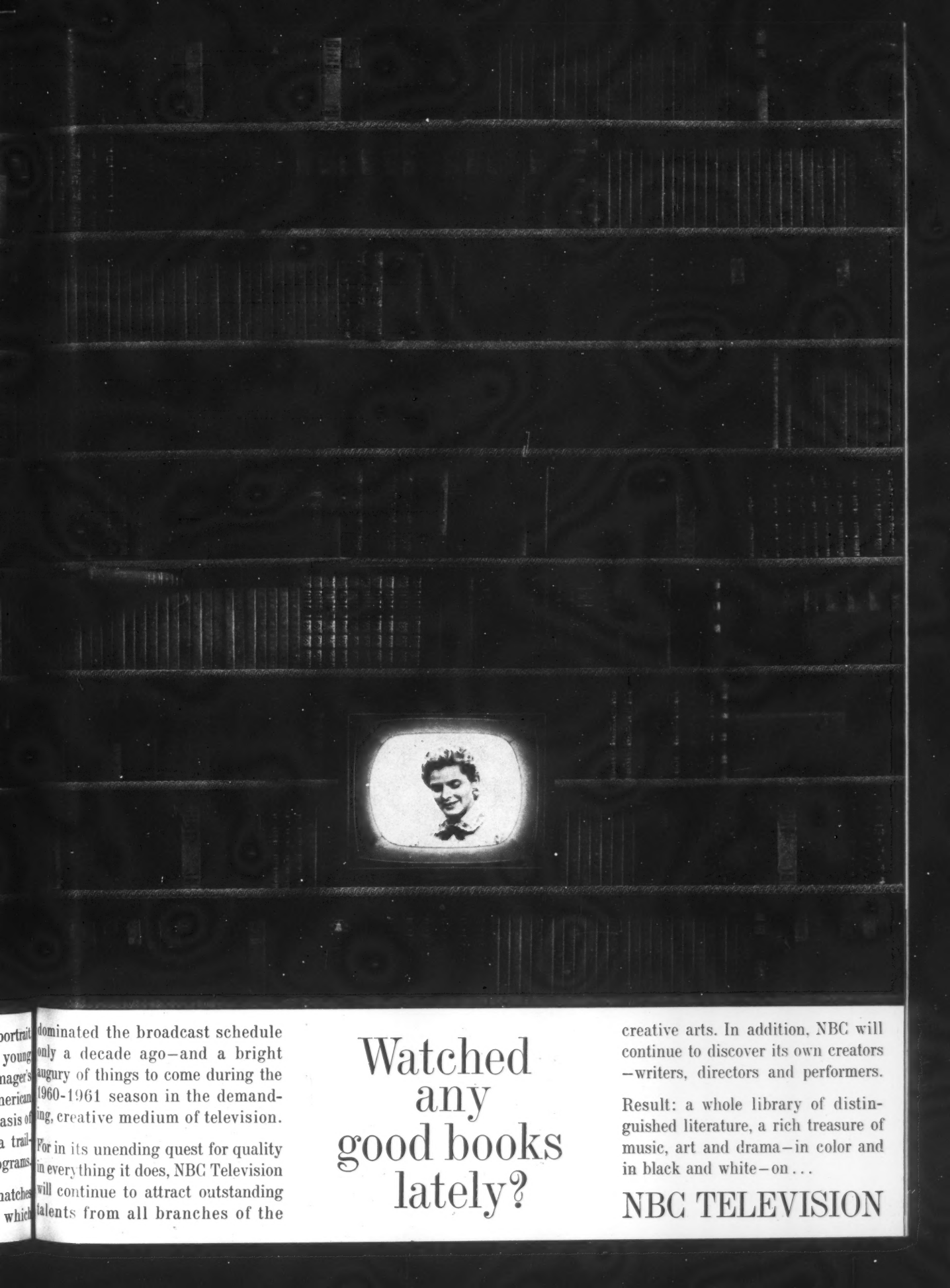
Very probably you have ...on your own television screen!

In recent months, for example, NBC viewers watched "The Turn of the Screw" by Henry James, "The Moon and Sixpence" by Somerset Maugham, Stephen Vincent Benet's "The Devil and Daniel Webster" and Budd Shulberg's "What Makes Sammy Run?"

On the drawing boards now at NBC are special television adaptations of such literary favorites as "Rebecca," "The Spiral Staircase" and "Portrait of Jenny." A new NBC Television series based on F. Van Wyck Mason's exciting novel "The Barbarians" is being produced on location in Rome.

Mark Twain's "Roughing It" will offer millions of NBC viewers a self-portrait of the famous humorist as a young man. And Henry Steele Commager's definitive source work on the American Civil War will provide the basis of "The Blue And The Gray," a trailblazing series of one-hour programs.

A far cry from the wrestling matches and transplanted vaudeville which



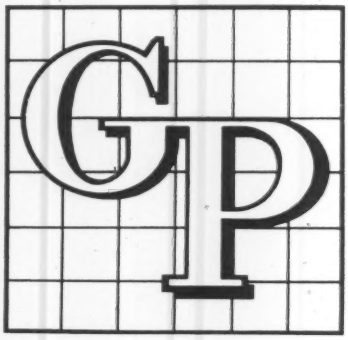
dominated the broadcast schedule only a decade ago—and a bright augury of things to come during the 1960-1961 season in the demanding, creative medium of television.

For in its unending quest for quality in everything it does, NBC Television will continue to attract outstanding talents from all branches of the creative arts. In addition, NBC will continue to discover its own creators—writers, directors and performers.

Result: a whole library of distinguished literature, a rich treasure of music, art and drama—in color and in black and white—on . . .

Watched any good books lately?

NBC TELEVISION



Gill-Perna

National Representatives of

quality radio and television stations

cordially invite you to visit us during

the convention.

●

Suite 1300

Conrad Hilton Hotel

radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

April 28—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

***April 28-30—Adv. Federation of America** fifth district convention, Pick-Fort Hayes Hotel, Columbus, Ohio. Among speakers: Dallas Townsend, CBS News; Edward McNeilly, account executive, Doyle Dane Bernbach; George Head, advertising and sales promotion manager, National Cash Register Co.; Frank Lovejoy, Socony-Mobil, and Harry Bowzer, Dairy-Pak Butler. Preceding convention (April 28) will be reception and buffet. Winners of AFA fifth district advertising contest will be announced at Friday (April 29) luncheon, with presentation of district's Ad Man of Year at evening banquet. Advance registrations being accepted by Columbus Adv. Club of area Chamber of Commerce, 30 E. Broad St.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

April 30—Radio Television News Directors Assn. spring board of directors meeting. Sheraton Russell Hotel, New York.

April 30—UPI Broadcasters Assn. of Connecticut convention. Studios of WTIC-AM-TV Hartford.

April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPI's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

May 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, Tv and Video Tape." Ambassador Hotel, Los Angeles.

***May 1-7—U. of Missouri School of Journalism,** Columbia, Mo., annual journalism week. David Brinkley and Chet Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day; Mr. Huntley will speak at banquet, May 6 at 7 p.m.

***May 2**—Comments due on proposed **FCC** rulemaking to shift Fresno, Calif, to all-uhf market.

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

***May 3—Television Bureau of Advertising** sales clinic. King Cotton Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see THE MEDIA this issue.

May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio.

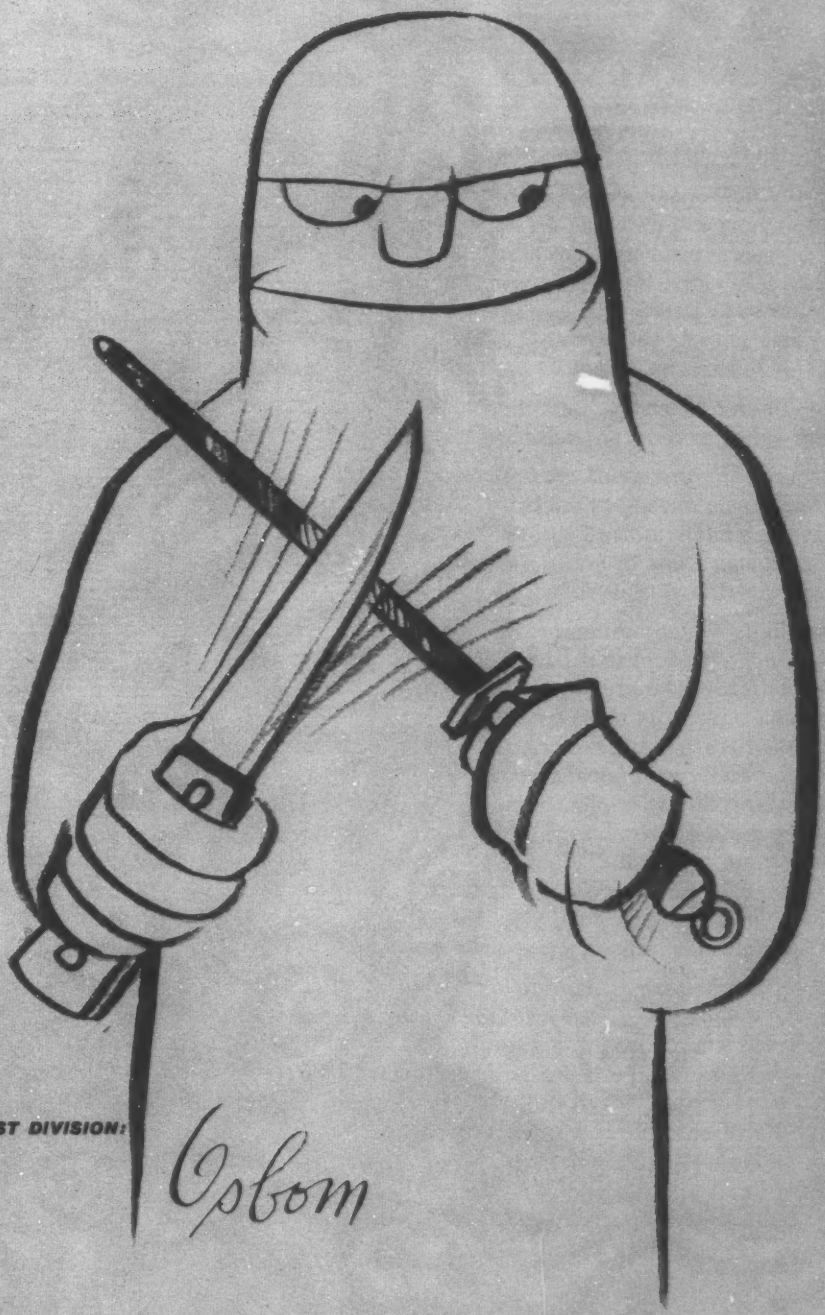
***May 5-6—Montana Broadcasters Assn.** annual meeting. Finlen Hotel, Butte.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials

CAPITAL TYPES # 2

TAX COLLECTOR

Not a bad fellow at heart, someone once said, but no one can remember who said it. Neighbors keep blinds drawn day and night. Spoils books and plays for friends by telling endings. Shows conformist tendencies in listening to WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.



WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by
THE WASHINGTON POST BROADCAST DIVISION:

***WTOP RADIO,** Washington, D. C.*
***WTOP-TV,** Channel 9, Washington, D. C.*
***WJXT,** Channel 4, Jacksonville, Florida*

The Churchill Memoirs

FIRST OF A SIGNIFICANT SERIES OF ABC TELEVISION PROGRAMS IN THE PUBLIC INTEREST

"It is my earnest hope that pondering upon the past may give guidance in days to come, enable a new generation to repair some of the errors of former years and thus govern, in accordance with the needs and glory of man, the awful unfolding scene of the future."

With these words, Winston Churchill concludes the preface to his memoirs.

And from these words the most ambitious project in *visual* history takes inspiration: ABC's television presentation of this pageant of the fateful years from 1919 to 1949.

To meet so immense a challenge, historical film footage—much of it never shown before—has been gathered from allied and axis sources. Cameramen have girdled the globe to film special interviews with the history-makers of our time. For this series, President Eisenhower, former President Truman . . . many German, Italian, Japanese and Russian leaders have added their eye-witness testimony to the record.

But dominating the stage, giving the vast scene immediacy, color, dynamic import . . . are the words, the voice, the presence of the greatest of all living history-makers . . . The Right Honorable Winston Spencer Churchill himself.

The program, with special musical score by Richard Rodgers, will be brought to the American television public next fall in a series of 26 half-hour episodes.

Pridefully, it takes its place in the array of public affairs programs creating the significant look of ABC Television in 1960.

WATCH ABC-TV IN '60
(more people will)

YOU KCAN'T KCOVER TEXAS without KCEN-TV

5 & 10!

our plans for top rated spots in class B, C and D time deliver viewers at lowest cost per thousand.

NBC CHANNEL KCEN-TV TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

May 6—Radio & Television Guild of San Francisco State College 10th annual conference and banquet.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

*May 12—Reply comments due on proposed **FCC** rulemaking to shift Fresno, Calif., to all-uhf market.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-15—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

*May 18-19—Illinois Broadcasters Assn. meeting. Hotel Orlando, Decatur. Key speakers: FCC Comr. Robert E. Lee and Walter Schwimmer, president of syndicated-package and distributor firm bearing his name.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters. Galen Hall, Reading, Pa.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

*June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, Institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.

June 22-24—Second National Conference on Electronic Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado AP Broadcasters Assn., Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington D.C.

SEPTEMBER

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

*Sept. 23-24—Texas Associated Press Broadcasters Assn. convention. Mineral Wells.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 5—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn. King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

*Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

- NEWS
- NEWSPICTURES
- NEWSFILM

EVERYTHING FOR NEWS FOR THE AIR

United Press International

UPI NEWS PRODUCES

Economee TV

78 Fact-Based Half Hours!

Host-Narrator TRUMAN BRADLEY

SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . . **27.4**

Economee TV

Citizen! Communist! Counterspy!

Starring RICHARD CARLSON

I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy . . . **24.9**

Economee TV

Action! Gallantry! Excitement!

Starring The Corps Of Cadets

WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . . **26.3**

SMASH RE-RUN RATINGS

AND RESULTS... for stations and advertisers!

Economee TV

Glorious as our country's history!

Starring The U. S. Midshipmen

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte . . . **28.7**

Economee TV

Mystery! Thrills! Romance!

Starring KENT TAYLOR

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . . **25.2**

Economee TV

America's Favorite Family Show!

Starring MACDONALD CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . . **26.8**

Economee TV

78 High-Rated Half Hours!

Starring DAVID BRIAN

MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . . **21.3**

CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

Economee TV

A DIVISION OF ZIV-UNITED ARTISTS, INC.
488 Madison Ave., New York 22, N.Y.

AT THE NAB Convention, we'll see you at our Hospitality Suite 2301 Hotel Conrad Hilton, Chicago April 3-6

Economee TV

Action and suspense . . . romance and humor!

Host HERBERT MARSHALL

TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . . **32.5**

Economee TV

Great new stars in each show!

Host-Narrator ADOLPHE MENJOU

FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . . **31.3**

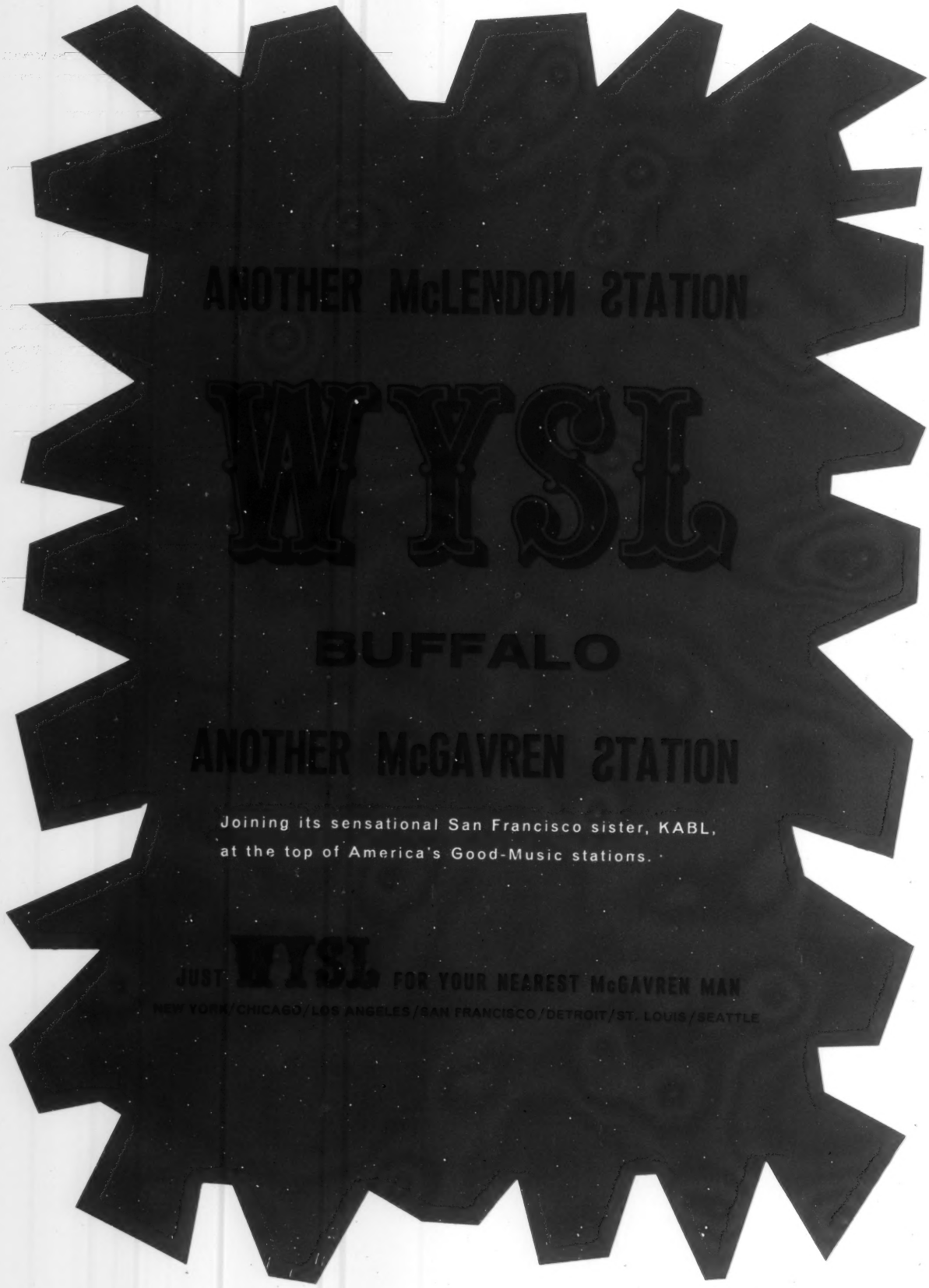
Economee TV

For 4 Years TV's Unquestioned #1 Series!

Starring BRODERICK CRAWFORD

HIGHWAY PATROL

156 half hours of the series whose incredible first run shattered every possible record! Riding high in rerun now with ratings like these: Shreveport 34.4 Fort Wayne 28.7, New York City 19.2, Knoxville . . . **42.7**


ANOTHER McLENDON STATION
WYSL
BUFFALO
ANOTHER McGAVREN STATION
Joining its sensational San Francisco sister, KABL,
at the top of America's Good-Music stations.
JUST WYSL FOR YOUR NEAREST McGAVREN MAN
NEW YORK/CHICAGO/LOS ANGELES/SAN FRANCISCO/DETROIT/ST. LOUIS/SEATTLE

OPEN MIKE

Agency research puzzle

EDITOR: Ever since you ran my comments on programming and research in MONDAY MEMO (page 16, Feb. 29), my advertising colleagues in Chicago and New York have been calling me. Their comments are agreeably surprising: It seems that the vast majority of them agree with me completely that stilted, unimaginative, uncreative research has been the rule in programming—and that its use is decreasing because its value is so limited, if not confusing.

This now confuses me. If so many of those concerned with programming in Chicago and New York agree with my simple observations, why does the condition exist to such a degree? . . . I'm sure that the heady response I got from the programming people will eventually reach the research people who are charged with the responsibility in this area; they may even do something about it. — *Donald Lucky Kanter, Tatham-Laird Inc., Chicago.*

'Basic' entertainment

EDITOR: I have been out of town on business and upon my return to the office I was amused to find in the CLOSED CIRCUIT department for March 14 a little item ["Musical truce?"] about ASCAP's program at the NAB convention in Chicago on April 6.

For the record, ASCAP does not produce any entertainment at any convention or meeting unless it is invited to do so. The NAB invited the Society to provide the show this year. And, secondly, whatever differences of opinion may exist between members of the NAB and the Society, the fact remains that the Society's catalog of great music is the basic ingredient not only of the broadcasting industry but of every other medium of entertainment.

At any rate, let me assure you that you and the broadcasters will enjoy the ASCAP show at this year's convention. —*Richard F. Frohlich, Director of Public Relations, American Society of Composers, Authors and Publishers, New York.*

Medical mixup

EDITOR: In the Feb. 1 issue on page 83 part of the article on "Medical series taped" [syndication by Screen Gems] is wrong. We did not use KRON-TV San Francisco taping facilities for our "Open Heart Surgery" remote telecast. It was not a Larry Williams production. George Mathiesen, then our assistant station manager and now general manager of KYW-TV Cleveland, conceived the idea and was executive producer. This was

TOM WELSTEAD
AM RADIO SALES
OR A. C. NIELSEN
WILL PROVE IT!

WCKY IS SOME BUY!

And prove it they will! All it takes is the latest Nielsen, a rate card and your comptometer. Feed the figures into that machine and the tape will show you that WCKY reaches a staggering number of radio homes in the Tri-State Cincinnati area — and reaches them at a cost so unbelievably low it'll take your breath away. Talk to Tom Welstead in New York; talk to AM Radio Sales everywhere else; talk to the buyer in the next office; they'll show you — and prove it so it sticks — that in the Greater Cincinnati area WCKY is some buy!

WCKY-RADIO
50,000 WATTS
CINCINNATI

To the people of the Twin Cities and the vast Northwest WCCO Television has become a habit . . . a routine . . . a way of life. They have taken Channel 4 into their homes like a member of the family for they know they can depend on Channel 4 to give them the type of day-in and day-out programming that suits them and their needs.

It is a habit with housewives to always include Randy Merriman and Arle Haeberle in their daily lives.

Kids storm their television sets each afternoon to watch Axel, Bozo and Clancy the Cop.

People of the Northwest have learned to depend upon the Dave Moore News and the Dean Montgomery News on Channel 4 because they know it is the complete news, unaltered by sensationalism and bias. Channel 4 News is also the only place in Northwest television where the viewers find a thought-provoking editorial upon which they can pause and reflect. They know only Channel 4 gives them the news in depth . . . the type of newscasting that fits their way of life.

Channel 4 is a sports fan's haven. Northwest people not only get all the scores and sports features on the Dick Enroth, Rollie Johnson and Don Dahl sports programs, but here is where

AFFILIATED WITH THE *CBS·TELEVISION NETWORK*

they find live telecasts of all types of sporting events . . . more than on any other television station in the area. The whole family knows that through its affiliation with the CBS Television Network it is assured of the finest in television fare.

These are but a few of the reasons why WCCO Television is The Difference Between Good and Great in Twin City Television. These are not idle boasts . . . but facts which are proven month-after-month by Nielsen. In fact, just taking the past year (March '59-February '60) Nielsen shows WCCO Television commanding an average 43% share of the total audience from 7:00 AM to Midnight, seven days a week . . . a record virtually unmatched in any other four station market.

It all goes to prove WCCO Television is a Way of Life in the Northwest. Call Peters, Griffin, Woodward, Inc. and learn how you, too, can depend on WCCO Television to sell your product in the Minneapolis-St. Paul and Northwest market.

NEGRO
Community Programming

+

SPANISH/PUERTO RICAN
Programming

=

of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

his show from beginning to end. Williams was the writer and co-producer along with KPIX's Dave Parker.—*Al Baccari Jr., Manager, Public Relations-Publicity, KPIX (TV) San Francisco.*

[We're sorry about the mixup, but a Screen Gems news release writer will have to share part of the blame.—THE EDITORS.]

Burned over 'burning issue'

EDITOR: As a participant in this year's NAB State Presidents' Conference, I must take exception to the paragraph which appeared on the CLOSED CIRCUIT page of the Feb. 29 issue in which your writer referred to the "burning issue" of the second afternoon of the conference as being: How to get auto license plates bearing station call letters. The item either indicates that your reporter was asleep through most of the meeting or remained in attendance for a brief 10 minutes.

For a magazine that is designed to serve the industry I find this reporting rather reprehensible. It seems a very shallow way to take swipes at a group of industry leaders who spent two full days in discussing industry problems. While perhaps we did not cover every problem facing us today, the meeting did produce some very good information that those who attended could carry back to their separate organizations.

Had your reporter remained awake at the afternoon session on the second day, he would have heard many other discussions, most of them more lengthy than the discussion concerning auto license plates. Among those topics that covered a greater period of time was the one concerned with the methods to be employed in handling what might be considered "plug" advertising . . . Some of the other areas covered . . . were music licensing, legislative dinners, standards of good practice and group insurance . . .

This is one time that I find myself very much annoyed with the attitude of your magazine. It hasn't happened often.—*Milton E. Mitler (WADK Newport, R.I.), President, Rhode Island Broadcasters Assn.*

[Our reporter, who covered the meetings, could not have been asleep. He has insomnia.—THE EDITORS.]

BROADCASTING

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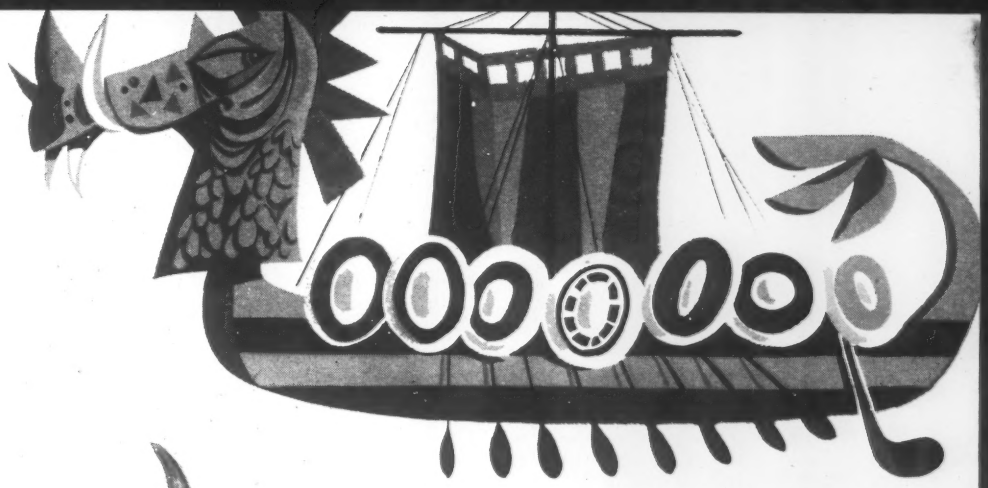


Leif Ericson made things happen in Norway . . . and

WPEN

RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN personalities originate remote broadcasts as part of a 'PENtacular campaign available to all advertisers. Said Charles Ebner, Sales Promotion Department, Food Fair Stores, concerning a recent remote of WPEN'S Bud Brees: "Increase in store traffic" . . . "success" . . . "definite appeal". In Sales . . . And In Exciting Listening . . . WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tampa*

MONDAY MEMO

from **J. NEIL REAGAN,** *vice president, McCann-Erickson, Hollywood*

Personal approach packs extra tv punch

With electronic and mechanical devices of television interposed between advertiser and prospect, it is essential to re-establish the personal approach as the primary art of communication and persuasion.

The personal approach has its basis in a very simple fact. Communication between one human being and another goes on not only between lips and ears, symbols and eyes, or even one brain and another, but rather between one personality and another.

In this day of high production costs in tv it is more imperative than ever that advertisers and stations take every means to establish the personal approach. However many times a message may be multiplied through transmitters to receivers—it fails unless it lodges in the mind of one individual. A business enterprise may sell to a mass market, but its operative buying market is always one person at a time.

How to Persuade ■ The aim of virtually all advertising is persuasion. Attempts to persuade are not likely to succeed—in even face-to-face communications—unless they are directed not simply from a sender to a receiver but from personality to personality.

Another need for the personal approach lies in the fact that your television message differs from face-to-face communication in the circumstances of its reception. Your television message goes to a non-captive individual with unlimited freedom to accept, reject, or ignore. Your message must overcome inertia and indifference.

Do's and Don't's ■ Just as there is no formula for the best combination of reason, feeling, imagination, and so on, there is no definitive list of requirements for the personal approach. But the personal approach in television is most likely to succeed when it is directed from personality to personality, from a distinctive corporate personality to a well-defined consumer personality; when it is vibrantly human; when it is honestly consumer-oriented; when it is newsgiving or novel in expression; and when it is informed, helpful, courteous, enthusiastic, entertaining and clear.

Your broadcast message is likely to fail when it is directed to a de-personalized market from an impersonal business; when it is institutional; when it is plant-oriented or insincerely consumer-oriented; and when it is old-hat, uninformed, self serving, offensive, apathetic, tedious, or confusing. What is a corporate personality? It is a company's history and heritage; the character, beliefs and goals of its leadership; the character and caliber of the staff which has decided to share in the company's fortunes; total energies, talents, facilities and resources. And because a personality can live and grow only through projection, a corporate personality is also the character of its communications. The personality of a product is its utility, glamor, taste, style, economy—and many other attributes; but obviously, it is also the character of its advertising, selling, promotion and publicity.

Know Your Consumer ■ Now what about the consumer personality? The personal approach places even more emphasis on "knowing the consumer" than does the basic doctrine of the modern marketing concept. It seeks to know the consumer not only in terms of geography, living standards, age, sex, etc., but in terms of a well-defined personality. It calls for a knowledge of the consumer's interests, drives and responses—both conscious and unconscious.

J. Neil Reagan started in radio in 1933 as announcer at WHO Des Moines, moved to WOC Davenport, Iowa, a year later and worked up to program director before leaving the Midwest for Hollywood and a sports announcing job with KFWB in 1939. Five years later he quit the post of senior director, CBS Hollywood, to join McCann-Erickson there as a producer-director. Today, as vice president of the agency, he is in charge of tv-radio programming services for the West Coast.

When a message is transmitted from one person to another, it is known that there is loss of information. But even more harmful for purposes of persuasion, there is a loss of life. When a message is presented through the voice of a television announcer, it has lost many of the live, human qualities people can convey to each other in the same room. But these qualities to a surprising, sometimes an amazing degree, can be created or restored by the arts of language, graphics and theatre.

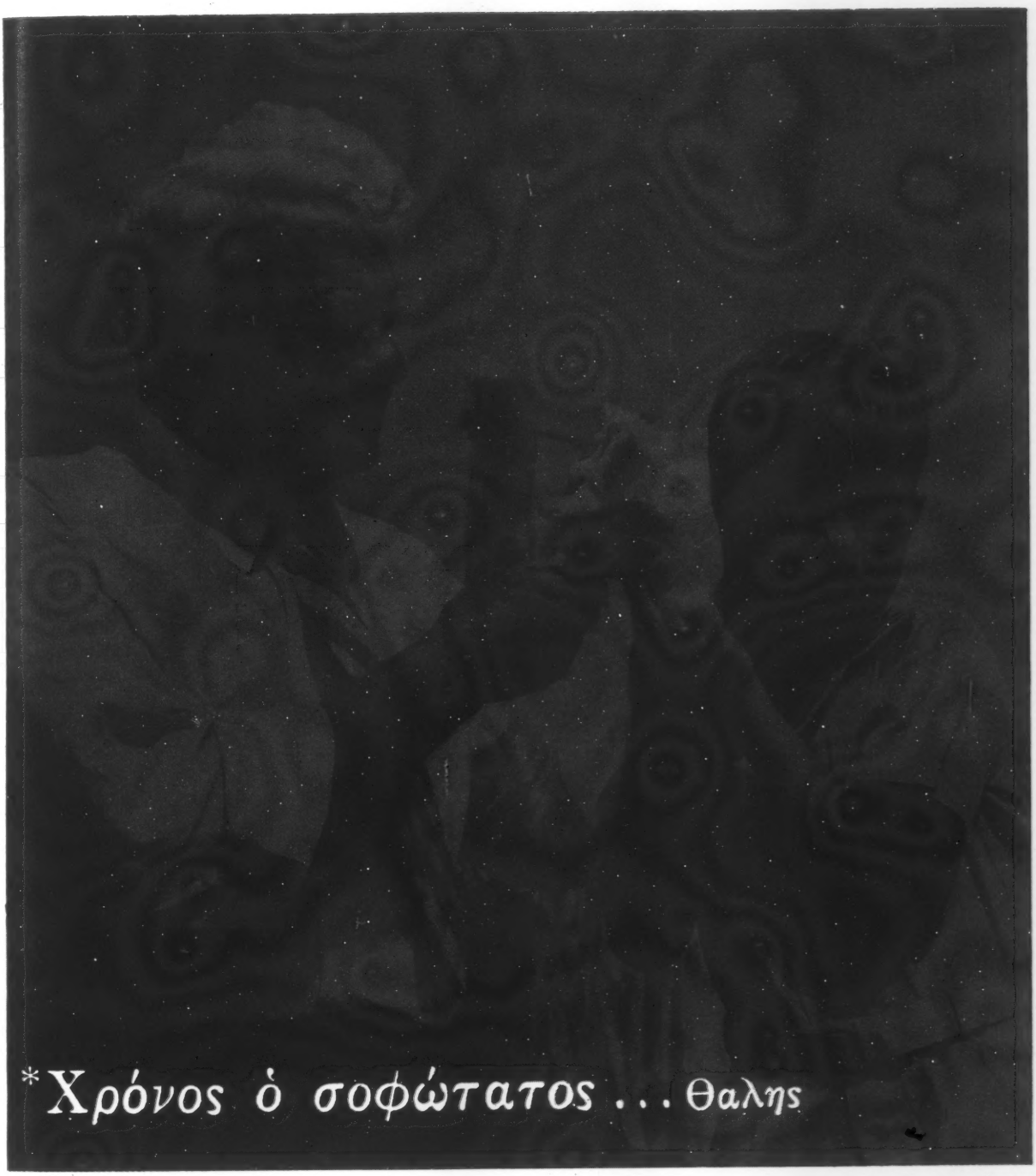
When all of these arts are brought to bear by creative writers and artists of an agency rather than by "product describers," "price quoters" and such, it is rewarding exercise to watch and listen to a tv commercial and test it against the simple challenge, "Is it alive or dead? How close is it to being vibrantly human?"

Advertising Etiquette ■ A Lord Chesterfield on etiquette in advertising is long overdue. Among the ingredients of the personal approach, advertising probably offends more against manners than any other one thing. The reason for advertising's violations, especially in tv—pile-driving harangues, water-torture repetition, boorish-guest abuses, etc.—is perhaps found in the fact that the message must win attention, persuade and motivate in a matter of seconds.

Making noise or banging away with a machine-gun spray of "sure-fire" hard-sell is one solution. It isn't very inventive, but sometimes loud-mouth advertising works, just as loud-mouth jerks sometimes succeed. But it's hell on the rest of us and a doubtful technique for building good relation with a market. It's a long way from the personal approach.

Entertainment and selling have had a long history together since the earliest fairs and bazaars. The quality of being entertaining accounts for a larger share of success in the personal approach than any other. Because it joins personalities and humanizes messages, the personal approach is the most comprehensive and effective form of human communication.

Commercials which observe the principal requirements of the personal approach have that extra punch needed to influence their audience favorably.



Few things resist the exposure of TIME. So, if EXPOSURE for your sales message is your certain goal, then it follows that the wisest use of TIME will accomplish your purpose more directly.

WBAL Television 11 in Baltimore provides you with a direct line of communication with the Maryland market and to the people you want to reach at the TIME you need to reach them. Our fine NBC and local programming, our excellent record of Public Service, our constant effort to integrate our station with the life of our community . . . assure you of a large and loyal audience at any TIME.

"The wisest thing is time . . . " so the philosopher says. In the Maryland Market, a WISE TIME BUY is WBAL Television 11.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*THE WISEST THING IS TIME . . . *Thales*

BEN FRANKLIN
could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"— it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.

DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 4, 1960
Vol. 58 No. 14

A REAL TEST OF ON-AIR TOLL TV?

RKO-Zenith will ask FCC to permit $10 million trial in Hartford

The first, on-the-air pay tv operation will begin this year in Hartford, Conn., if the FCC approves it.

The demonstration would be run by multiple broadcaster RKO General (Thomas F. O'Neil) under an agreement with Zenith Radio Corp.

The agreement was announced last week. It commits RKO General to spend virtually $10 million on the three-year subscription tv service demonstration.

To get a transmitter for tollcasting, RKO General is buying ch. 18 WHCT (TV) Hartford. It is paying $900,000 for the independent station—$190,000 in cash and the remainder in notes and assumption of obligations.

The station will continue to be operated as a regular broadcast outlet, but will engage in pay tv operations at certain hours during the day and night.

An application to the FCC for its approval to initiate the pay tv Hartford pay tv operation is expected to be filed before the end of April.

Operation of on-the-air pay tv requires FCC approval. The commission's requirements—which restrict the demonstration in many respects — were issued in 1959.

Franchise Set-Up ■ Under the RKO General-Zenith contract, the broadcasting company will be the key franchise holder in the Hartford Phonevision system. It will arrange for station time, programs and staff.

Zenith, however, will work closely with RKO General. It will supply RKO General with encoding apparatus to be used at the encoding center and with decoders to be sold to RKO General at cost. The decoders will be leased to subscribers.

Details of program supply were not made public. Programs will comprise Grade A feature motion pictures, sports, theatre and special events, but where this product will come from was not divulged.

"After years of intensive research and development," Zenith President Joseph S. Wright said last week, "we have now come to the point where for the first time in history thousands of American television set owners can look forward to having shortly the finest box office entertainment right along with programs currently sponsored by advertisers."

In referring to the new decoding equipment, Mr. Wright said Zenith would start tooling for production by the time the test authorization is granted. Delivery of units will begin in a matter of months thereafter, he stated.

Free and Fee ■ Thomas F. O'Neil, president of RKO General, emphasized that during the broadcast day WHCT will broadcast sponsored and sustaining programs just like any other tv station. "For a few hours each day, the station will operate on a subscription basis, presenting without commercials major box office features not shown on regular tv. These will be available only to subscribers, who will be charged a fee for each feature seen that will be substantially below the cost of going outside the home to see it."

Mr. O'Neil added that he was convinced that a pay tv system to supplement advertising sponsored programs was essential to enable television to fulfill its technical potential of providing a really broad service to the public, and to provide wide availability of top flight box office entertainment that is

Backers of $10 million toll test ■ The heads of RKO General, owner of a string of broadcast stations, and Zenith Radio Corp., long-time promoter of subscription television, joined forces last week to seek FCC approval of the first significant trial of on-the-air pay tv. In picture at left is Thomas O'Neil, president of RKO General, which will put up as much as $10 million for a three-year toll try-out in Hartford, Conn., if the FCC approves. In picture at right is Joseph S. Wright (l), president of Zenith, and Pieter E. van Beek, assistant to the president for Phonevision.

Big question: toll tv by wire or on air?

RKO General decided to take the plunge in on-the-air subscription television because of bullish reports about a wired subscription television operation in Toronto.

International Telemeter's wired system went into business in the Canadian city in late February. On the strength of subscriber interest shown there, Telemeter has said it intends to wire other markets in Canada and the U.S. this year (BROADCASTING, March 7).

If wired systems spread, in the RKO General view, the threat to the existing tv broadcast system would be serious. RKO General President Thomas F. O'Neil was represented by associates last week as thinking that wired systems would eventually go after advertising revenue as well as subscriber fees. Wired tv could charge less for advertising than broadcast tv because a large part of its overhead would be supported by its box-office. Wired systems also enjoy the advantage of operating outside federal regulation, Mr. O'Neil has pointed out. They need to carry no programs except pure entertainment. Broadcasting has expensive obligations beyond that.

To protect its large holdings in broadcasting (six radio stations, four television stations and part of a fifth tv outlet in Canada), RKO General decided to join with Zenith in the test of on-the-air subscription tv.

currently unavailable or too costly for a large proportion of the public.

The RKO General-Zenith agreement provides that RKO General will begin operating toll tv when 2,000 subscribers have been signed up.

If pay tv takes hold, it was learned, RKO General has an option to institute Zenith Phonevision subscription tv in five markets.

The option is qualified. It permits RKO General to take over the Phonevision franchise in one city of the nation's top three; one in fourth, fifth or sixth market, and one in the seventh, eighth and ninth markets. RKO General is limited to serve no more than 20% of the national tv audience in its five markets.

Ways Out ■ The Hartford agreement contains a number of escape clauses. RKO General is given the right to terminate the contract if: (1) the FCC fails to approve the application within three years or if RKO General has spent $2 million before then; (2) the system cannot sign up 50,000 customers, or (3) RKO General, after spending $10 million, determines there is no future in pay tv.

The program mapped for the beginning of pay tv falls into four phases:

1. Secure FCC approval.
2. Offer to public.
3. Start service with basic number of customers (2,000).
4. Continue service with increase of subscribers.

An RKO General subsidiary will arrange contracts with Zenith for equipment, through TECO, the company which holds the license from Zenith for Phonevision. TECO is largely owned by Zenith stockholders.

RKO Pictures, the film production arm of the RKO entity, has no major backlog of modern, up-to-date feature films, it was learned last week. With few exceptions all the RKO library was sold to Matthew M. Fox's C&C Super Corp. several years ago. These are now owned by United Artists Associated. RKO has not produced any motion pictures for the last three years.

The choice of an independent outlet in Hartford was underlined by both RKO General and Zenith sources. The future of pay tv, spokesmen said, lies in using independent, non-network affiliated stations which can use the extra income. It may show that this type of station, now operating at a loss, may operate profitably if permitted to engage in pay tv.

This feeling was even stronger on the part of RKO General regarding the use of a uhf station. Any nationwide expansion of pay tv, RKO General feels, will have to be on uhf—to test air subscription against entrenched, commercially-successful vhf operation.

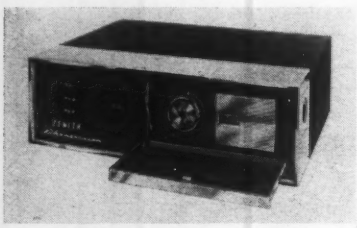
Last week's announcement stated that Edward D. Taddei, president of the company now owning WHCT, would remain as general manager.

The insurance capital of the United States, Hartford, is the capital of the state of Connecticut and has a population of 200,000. In Hartford County alone there are 200,000 homes, with over 90% saturation in tv receiver ownership.

Four Signals ■ Hartford tv owners get four signals—from WHCT, from the CBS-affiliated ch. 3 WTIC (TV) Hartford, from the NBC-affiliated ch. 30 WNBC (TV) New Britain, and from ABC-affiliated ch. 8 WNHC-TV New Haven.

Interestingly enough RKO General once owned 50% of the ch. 18 facility, then with the call letters WGTH. RKO General and the *Hartford Times* jointly owned the station and sold it to CBS in 1956 for $650,000. CBS in turn sold the uhf outlet to its present owners in 1958 for $250,000.

RKO General is the radio-tv division of RKO Teleradio Pictures Inc., which is owned in turn by General Tire & Rubber Co., Akron, Ohio. RKO General owns and operates the Yankee Network (New England). It owns also WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston,



Zenith's box-office ■ The decoder pictured here is a new Zenith design. It is said to be capable of taking subscriptions in cash or credit —cash by coins inserted in slot at right, credit by collection of a printed record and a master tape.

Zenith officials said last week they thought RKO General would try out the credit system if the Hartford test was authorized. In that system, the subscriber turns the dial on the front of decoder to a code number previously announced (in newspaper or tv ads or in direct mail to subscribers). When the code number is turned up, the decoder unscrambles the video and audio signals that have been transmitted through an encoding device that tears both sound and picture signals so they are unintelligible when received without decoding.

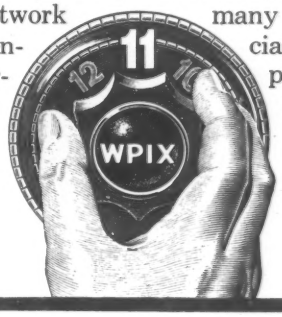
Simultaneously the decoder makes two records of the tuning, one printed on a sheet and the other electronically imposed on a magnetic tape. At the end of a billing period, probably a month, the subscriber pulls the printed sheet from the back of the decoder and mails it with his payment to the pay tv station. The tape record is kept in the machine, beyond easy reach of the subscriber, as a check against the printed bills the customers send in. Periodically pay tv maintenance men can check the tapes to see if customers have been paying for what they have been getting.

Zenith officials estimate that the decoders can be built and installed, once quantity production is achieved, at a unit cost of about $100.

the prestige independent with network advertisers!

- THE PROCTER & GAMBLE CO.
- GENERAL MOTORS CORP.
- BRISTOL-MYERS CO.
- GENERAL FOODS CORP.
- CHRYSLER CORP.
- AMERICAN AIRLINES, INC.
- COLGATE-PALMOLIVE CO.
- R. J. REYNOLDS TOBACCO CO.
- WARNER-LAMBERT PHARMACEUTICAL CO., INC.
- UNITED AIR LINES, INC.
- GENERAL MILLS, INC.
- NATIONAL BISCUIT CO.
- U. S. RUBBER CO.
- BROWN & WILLIAMSON TOBACCO CORP.
- FORD MOTOR CO.
- THE COCA-COLA CO.
- GENERAL CIGAR CO.
- BORDEN'S
- TRANS-WORLD AIRLINES, INC.
- VICK CHEMICAL COMPANY
- P. LORILLARD CO.
- BEST FOODS
- U. S. TOBACCO CO.
- TEXACO CANADA LIMITED
- KELLOGG COMPANY
- MILES LABORATORIES, INC.
- THE AMERICAN TOBACCO CO.
- CANNON MILLS, INC.
- INTERNATIONAL SHOE CO.
- FIRESTONE
- GULF OIL CORP.
- STERLING DRUG, INC.
- LEVER BROTHERS CO.
- AND MANY, MANY MORE

WPIX-11 carries more minute advertising from the *top 25* national spot advertisers than *any* other New York television station.* ▪ Leading advertisers select WPIX-11 for the "network look" of its programming, its Nielsen-proved quality audience and the guaranteed good company of other national advertisers. Your product message will never appear with "mail order" or over-long commercials—because WPIX-11 *does not accept* this kind of advertising ▪ Only WPIX-11, of *all seven* New York TV stations, offers you so many opportunities to place *minute* commercials in such a productive selling atmosphere during the *prime nighttime hours!*



Where are your 60-second commercials tonight?

WPIX new york

*Broadcast Advertiser Reports

© 1960, WPIX

KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington and one-third of CKLW-AM-TV Windsor, Ont. (Detroit).

This is not RKO General's first association with pay tv. WOR-TV in New York was used as a test station several years ago by Skiatron Television & Electronics Corp. to try out the technicalities of its SubscriberVision system. SubscriberVision is similar to other methods of pay tv in that a scrambled picture is transmitted and is unscrambled at the receiving end via an IBM-type punch card.

NBC Deal ■ RKO General also has made arrangements to exchange its Boston station for NBC's Philadelphia outlets. It is also buying NBC's Washington stations for $11.5 million. Consummation of the Washington transfer will require RKO General to sell its WGMS outlets (CLOSED CIRCUIT, page 5).

These transactions are involved in the RCA consent decree resulting from a government antitrust suit charging coercion when NBC and Westinghouse Broadcasting Co. exchanged their Cleveland and Philadelphia properties.

FCC Order Strict ■ The FCC's order, authorizing pay tv, was issued in March 1959 and is loaded with special limitations. Some of them:

■ Only one system may be tested in a city—and only one city may be used by each system.

■ Tests may be undertaken only in cities receiving four or more regular tv signals. There are about 20 such markets, it is estimated.

■ The sale of decoding equipment to the public is prohibited.

■ Tests may run no longer than three years.

■ Pay tv operations must not interfere with or degrade regular broadcast signals.

The commission's "Third Notice" came after almost two year's debate before the FCC and the House Commerce Committee and despite the active opposition of the Commerce Committee chairman, Rep. Oren Harris (D-Ark.). When the FCC isued its report, the House Commerce Committee voted approval by a narrow one-vote margin. A hearing on toll tv was held by the House committee in early 1958.

NAB CONVENTION

TOP ADVANCE REGISTRATION AT NAB

Marshaling of defense brings 'em out at Chicago's Conrad Hilton

The broadcasting business, seared by attacks from all directions, sought refuge April 3-6 in the vast corridors and auditoriums of the Conrad Hilton Hotel, Chicago.

NAB's 38th annual convention found broadcasters on the defensive for the first time in years—an alarming posture in direct contrast to the 1959 convention under the same roof.

With the heat on—and it was enough heat to raise fears for the course new broadcast legislation may take—several thousand industry executives and representatives of satellite interests converged on the Conrad Hilton with one question paramount:

Do legislative pressures, fanned by well-heralded investigations into quiz-rigging and payola, pose an eventual threat to the existence of the private enterprise system of broadcasting?

Record Registration ■ The industry's response to these attacks was reflected in record-breaking advance registration. At the opening of NAB's convention office April 1, Everett Revercomb, NAB secretary-treasurer and convention manager, reported he had received 2,240 paid-in-advance registrations. Of these 1,834 were management and 406 engineering delegates. Advance registration at the comparable point a year ago when NAB met at the same hotel was 1,850; final registration last year was 2,400. (See OUR RESPECTS TO sketch of Mr. Revercomb page 159.)

Despite the triple-threat pressures from the Congress, the FCC and Federal Trade Commission plus public response to inflammatory headlines, only one of the three Federal agencies—the FCC—is formally represented on the convention agenda. Senators, congressmen and FTC members aren't billed on the agenda.

FCC Chairman Frederick W. Ford will make his industry bow Tuesday at the luncheon session, heading a five-member delegation from the commission. The chairman and four other commissioners will take part in the traditional NAB-FCC roundtable Wednesday morning, a panel that has helped clear up misunderstanding through the years. Chairman Ford was named luncheon speaker after his appointment to the post by President Eisenhower, replacing former Chairman John C. Doerfer, resigned. Several FCC staff executives will participate in convention meetings.

Completing the government's role in the convention will be Secretary of State Christian Herter, who speaks at the April 4 luncheon.

Truman to Speak ■ Fireworks may be expected Monday and Tuesday when ex-President Harry S. Truman appears as guest of Radio Pioneers. Mr. Truman will hold a news conference Monday afternoon. He will address the pioneers' banquet Tuesday evening. With campaigning getting under way for the 1960 party nominations, delegates were wondering if Mr. Truman might make some headlines before the convention ends.

Early arrivals at the Conrad Hilton were discussing a solemn topic—selection of a new NAB president to fill the vacancy created by the death of Harold E. Fellows.

An eight-man selection committee headed by C. Howard Lane, KOIN-AM-FM-TV Portland, Ore., is expected to meet during the convention. There was no advance indication this group is at all close to selection of a nominee for NAB board consideration.

Formal opening of the convention is set for Monday, 10:30 a.m., when Dr. Frank Stanton, president of CBS Inc., will deliver a tribute to Mr. Fellows, who died in the ninth year of his NAB presidency. A board resolution eulogizing Mr. Fellows will be read.

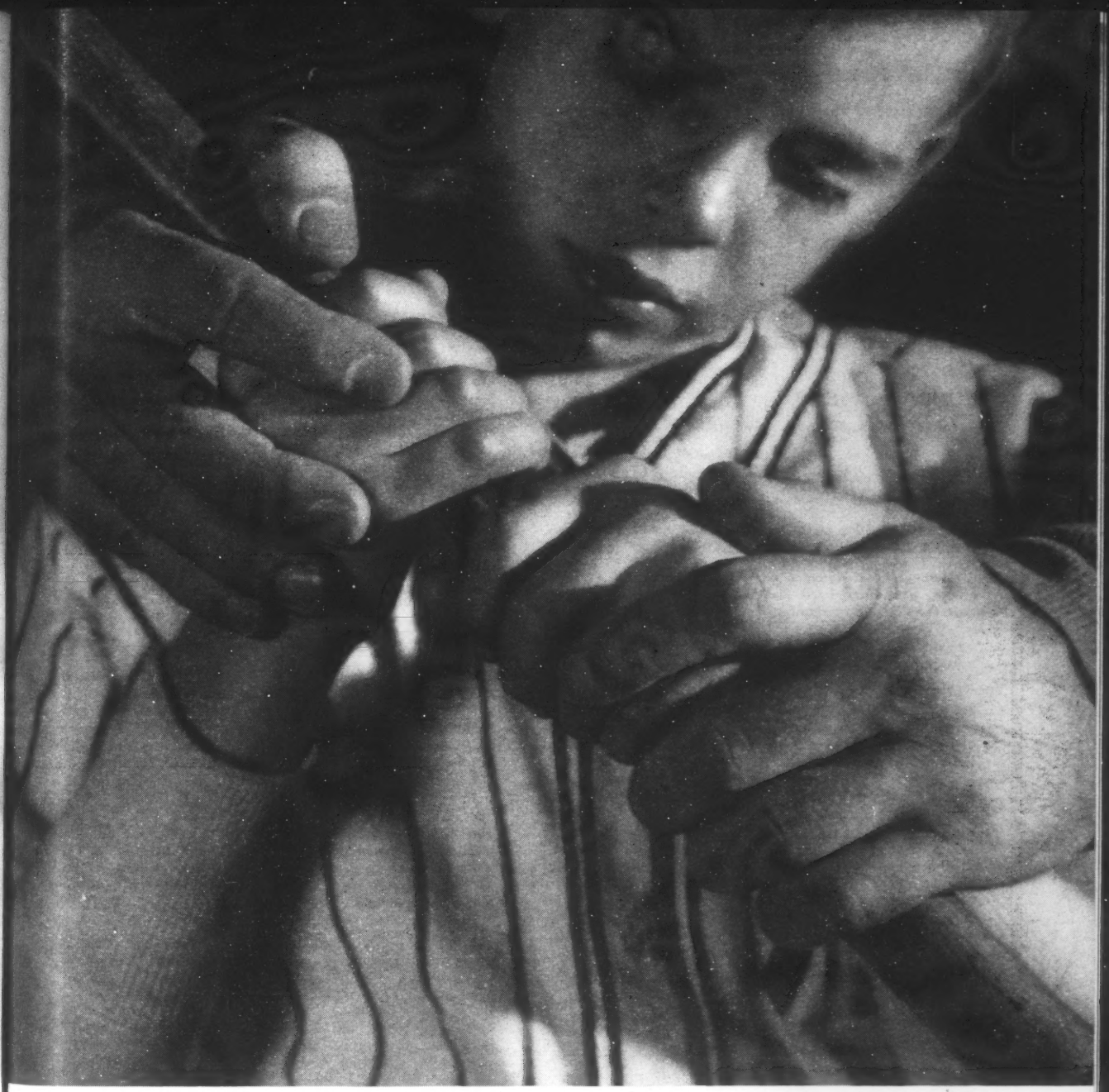
Sunday, April 3, is Fm Day, a new

(Continued on page 42)

Agenda of events pages 40-41
Exhibits and suites page 50

FCC at NAB

Five of the six members of the FCC will be attending the NAB convention in Chicago this week, with Robert E. Lee the lone commissioner planning to remain in Washington. Attending the Chicago gathering will be Commissioners Frederick W. Ford (chairman), Rosel Hyde, Robert T. Bartley, T.A.M. Craven and John S. Cross. Because of the convention, the regular Wednesday commission meeting will not be held. A session has been tentatively scheduled for Friday (April 8).



This is the kind of hold our station has on people

How do you measure loyalty?

Not by the bare figure of our daily audience (747,640 TV homes). Not by the lines drawn on our coverage map (41 counties in 3 states). And not by a mere addition of their purchasing power ($3,361,973,000 last year). Here in the WHIO-TV area these figures are most impressive — but how, and to what extent, do they apply to you?

In full measure, we say, from the vantage point of living with our audience. *Its* loyalty is expressed through mail counts and ratings, in which we excel year after year. *Our* loyalty, through programming of many public service features — and through such details as no triple spots.

Let George P. Hollingbery tell you how these dual loyalties transfer in depth to sponsors' effort. He and his rate card mean *exactly what they say.*

whio-tv
CBS
channel **7** *dayton, ohio*

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People

ON TAP IN CHICAGO

Official agenda events and unofficial sessions. All events at Conrad Hilton unless otherwise indicated.

SUNDAY, April 3

9 a.m.-5 p.m. **Registration.** Lower Lobby.

9 a.m. Buses leave south entrance of Conrad Hilton for BROADCASTING golf tournament.

9 a.m.-5:30 p.m. **ABC Affiliates Meeting,** Grand Ballroom.

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Bel Air Room.

10 a.m.-12 noon **National Assn. of Fm Broadcasters,** Waldorf Room. Presiding: Fred Rabell, KITT (FM) San Diego. Sales and program seminar.

11 a.m. **Regional Broadcasters.** Williford-C.

11 a.m.-1 p.m. **Daytime Broadcasters Assn.,** membership meeting. Room 14.

12 noon-7 p.m. **Exhibits.** Lower Lobby.

12:45-3 p.m. **Assn. of Maximum Service Telecasters,** board luncheon. Room 9.

1 p.m. **MBS Affiliates Advisory Committee;** Royal Skyway Suite 2306.

2 p.m. **ABC-TV Affiliates Meeting,** Grand Ballroom.

2:30-5 p.m. Waldorf Room. **Fm Day Program.** *Presiding:* Ben Strouse, WWDC-FM Washington.

Fm, Population Explosion: John F. Meagher, NAB radio vice president; Everett L. Dillard, WASH (FM) Washington, D.C.

Fm, the Count Up: Dr. Sidney Roslow, The Pulse Inc.; Frank Stisser, C.E. Hooper Inc.; Richard M. Allerton, NAB research manager.

The Fm Receiver Manufacturer Speaks: Henry Fogel, Granco Products; C.J. Gentry, Motorola Inc.; Ted Leitzell, Zenith Radio Corp.

Fm, an Official Evaluation: Robert D. Linx, FCC Field Supervisor, Conelrad.

If I Owned an Fm Station: Edward L. Barry, *Chicago Tribune;* Bernie Harrison, *Washington Evening Star.*

3:30 p.m. **NBC-TV Affiliates Meeting.** Palmer House. Red Lacquer Room.

3:30-5:30 p.m. **Clear Channel Broadcasting Service,** membership meeting. Room 13.

5:30-7:30 p.m. **ABC Affiliates Reception,** Williford A&B.

6:30 p.m. **CBS-TV Reception and Banquet.** Ambassador Hotel.

7 p.m. **VIP Dinner.** Hotel Drake, Dining Room G.

9 p.m. **First Reunion and Smoker,** NAB alumni chapter, Harvard Business School seminar. Lower Tower.

MONDAY, April 4

7 a.m.-7 p.m. **Registration.** Lower Lobby.

8-10 a.m. **NAB Television Code Review Board,** breakfast. Room 12.

8-10 a.m. **Quality Radio Group,** breakfast. Room 9.

8-10:15 a.m. **Tv Stations Inc.,** membership breakfast. Sheraton-Blackstone, Mayfair Room.

9 a.m.-9 p.m. **Exhibits.** Exhibition Hall.

9:15-10:30 a.m. Crystal Ballroom, Sheraton-Blackstone. **Engineering Conference.** *Presiding:* Raymond F. Guy, senior staff engineer, NBC; *Session Coordinator:* Russel Pope, director of engineering, KHSL-AM-TV Chico, Calif.

10:30-11:45 a.m. Grand Ballroom. **General Assembly.** *Presiding:* Thomas C. Bostic, KIMA Yakima, Wash., 1960 convention co-chairman. *Invocation:* The Reverend Kenneth Hildebrand, D.D., Central Church of Chicago. *Presentation of the Colors:* Great Lakes Naval Training Center Color Guard. *The National Anthem:* Great Lakes Naval Training Center Band. *Tribute:* to Harold E. Fellows, late NAB president: Dr. Frank Stanton, president, CBS Inc.

Keynote Address: Clair R. McCollough, Steinman Stations, chairman of NAB Policy Committee.

Presentation of NAB Distinguished Service Award: To Mr. McCollough by G. Richard Shafto, WIS-TV Columbia, S.C., chairman, NAB Tv Board.

12:30-2:15 p.m. Grand Ballroom. **Luncheon and General Assembly.** *Presiding:* Payson Hall, Meredith Publishing Co. Stations, 1960 convention co-chairman. *Invocation:* The Most Reverend Raymond P. Hillinger, Auxiliary Bishop of Chicago, St. Mel's Church. *"I Speak for Democracy,"* Richard J. Smith, national winner, Voice of Democracy competition.

Address: Christian A. Herter, Secretary of State.

2:30-5:30 p.m. Crystal Ballroom, Sheraton-Blackstone. **Engineering Conference.** *Presiding:* A. Prose Walker, NAB engineering manager. *Session Coordinator:* Allan T. Powley, chief engineer, WMAL-AM-FM-TV Washington.

2:30-5 p.m. Williford Room. **Radio Assembly.** *Presiding:* John F. Meagher, NAB radio vice president.

Opening Remarks: F.C. Sowell, WLAC Nashville, Tenn., chairman, NAB Radio Board.

Report to the Industry: Robert T. Mason, WMRN Marion, Ohio, chairman, All-Industry Radio Music License Committee; Emanuel Dannett, New York, counsel.

Prospects on a Silver Platter, SRA presentation: Lawrence Webb, managing director, Station Representatives Assn.

Standards of Good Practice: Cliff Gill, KEZY Anahiem, Calif., chairman, NAB Standards of Good Practice Committee; Frank U. Fletcher, Spearman & Roberson;

Warren E. Baker, Chadbourne, Parke, Whiteside & Wolff.

2:30-5 p.m. Waldorf Room. **Television Assembly.** *Presiding:* Thad H. Brown Jr., NAB tv vice president. *Welcome:* Payson Hall, Meredith Publishing Co. Stations.

The Television Code—Time for Decision: Donald H. McGannon, Westinghouse Broadcasting Co., retiring chairman, NAB Tv Code Review Board; Mrs. A. Scott Bullitt, KING-TV Seattle; E.K. Hartenbower, KCMO-TV Kansas City; Joseph Herold, KBTV (TV) Denver; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; James M. Gaines, WOAI-TV San Antonio; George Whitney, KFMB-TV San Diego; Gaines Kelley, WFMY-TV Greensboro, N.C.; Edward H. Bronson, NAB tv code affairs director.

Television Information Office Report: Clair R. McCollough, Steinman Stations, chairman, Television Information Committee; Louis Hausman, director, Television Information Office.

Washington 1960—An Election Year: David Brinkley, NBC; Mr. Brown; Vincent T. Wasilewski, NAB government relations manager.

TUESDAY, April 5

8:30-10 a.m. **Society of Television Pioneers,** membership breakfast. Lower Tower.

9 a.m.-5 p.m. **Registration.** Lower Lobby.

9 a.m.-7 p.m. **Exhibits.** Lower Lobby.

8:45 a.m.-12:30 p.m. Crystal Ballroom, Sheraton-Blackstone. **Engineering Conference.** *Presiding:* James D. Parker, CBS-TV director, radio frequency engineering. *Session Coordinator:* George Hixenbaugh, chief engineer, WMT-AM-TV Cedar Rapids, Iowa.

10-11:30 a.m. Grand Ballroom. **Radio Assembly.** *The Nature of the Enemy,* slide-sound presentation outlining strength and weakness of competitive media, a presentation by Radio Advertising Bureau. Kevin B. Sweeney, president; Warren J. Boorom, vice president; Miles David; Robert H. Alter.

10 a.m.-12 noon Waldorf Room. **Television Management and Ownership Conference** (Closed Ssession). *Presiding:* Mr. Shafto. Tv business session and NAB Tv Board elections.

12:30-2 p.m. Grand Ballroom. **Luncheon and General Assembly.** *Presiding:* Mr. Bostic. *Invocation:* The Reverend Canon J. Ralph Deppen, Cathedral of St. James.

Address: Frederick W. Ford, FCC chairman.

2-5 p.m. No scheduled convention sessions.

3 p.m. Sheraton-Blackstone, Ivy Room. **NAB Engineering Advisory Committee.**

7:30 p.m. Grand Ballroom. **Broadcast Pioneers Banquet.** *Speaker:* Former President Harry S. Truman.

WEDNESDAY, April 6

9 a.m.-5 p.m. **Registration.** Lower Lobby.

9 a.m.-6 p.m. **Exhibits.** Lower Lobby.

9-10:15 a.m. Williford Room. **Labor Clinic** (Closed Session). *Presiding:* Ward L. Quaal, WGN Chicago, chairman NAB Labor Advisory Committee. *Participants:* Hulbert Taft Jr., Taft Broadcasting Co.; B. Lowell Jacobsen, NBC; Cecil Woodland, WEJL Scranton, Pa.; Charles H. Tower and James H. Hulbert, manager and assistant manager, NAB Broadcast Personnel & Economics Dept.

10:30 a.m.-12 noon Grand Ballroom. **General Assembly.** *Presiding:* Mr. Hall. *Moderator:* Mr. McCollough. *Panel Discussion, Members of FCC:* Mr. Ford, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T.A.M. Craven, John S. Cross.

12:45-2:15 p.m. Grand Ballroom. **Luncheon and General Assembly.** *Presiding:* Warren L. Braun, WSVA Harrisonburg, Va., chairman, Broadcast Engineering Conference Committee. *Invocation:* Rabbi Richard G. Hirsch, University of American Hebrew Congregations, Chicago. *Presentation of NAB Engineering Award:* To Mr. Craven.

Address: Whitney North Seymour, president-elect, American Bar Assn.

NAB Business Session: Mr. McCollough presiding.

2:30-5 p.m. Williford Room. **Radio Assembly.** *Radio's Public Relations—Your Job:* Robert L. Pratt, KGGF Coffeyville, Kan., chairman, NAB Radio Public Relations Committee.

Promotion as a Radio Management Function: Charles A. Wilson, WGN Chicago; Janet Byers, KYW Cleveland; James Bowermaster, WMT Cedar Rapids, Iowa; John J. Kelly, Storer Broadcasting Co. A presentation by Broadcasters' Promotion Assn.

If I Were Your Program Director: Mitch Miller, Columbia Records.

2:30-5 p.m. Waldorf Room. **Television Assembly.** *Presiding:* Thad H. Brown Jr. *How Good Must We Be:* Television Bureau of Advertising presentation. Norman (Pete) Cash, TvB president; William MacRae, station relations director; George Lindsay, central division director.

Spending Money to Make Money: Moderator, Mr. Tower. "The Automated Station, a Case History," Roger Read, WKRC-TV Cincinnati. "The Economics of Video Tape," panel; Russ Baker, Ampex; Lawrence Carino, WWL-TV New Orleans; Frederick H. Houwink, WMAL-TV Washington; George Stevens, KOTV (TV) Tulsa, Okla.; E.C. Tracy, RCA.

2:30-5:20 p.m. Crystal Ballroom, Sheraton-Blackstone. **Engineering Conference.** *Presiding:* Clure Owen, administrative assistant to engineering vice president, ABC. *Session Coordinator:* Ben Wolfe, chief engineer, WJZ-TV Baltimore.

7:30 p.m. Grand Ballroom. **Annual Convention Banquet.**

Planners appraise NAB's 1960 convention

Planning of NAB's 38th annual convention in Chicago was directed by three industry figures—Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee directing association affairs since the death of President Harold E. Fellows; Payson Hall, Meredith Stations, co-chairman of the 1960 NAB convention Committee and vice chairman of the NAB Tv Board, and Thomas C. Bostic, KIMA Yakima, Wash., vice chairman of the NAB Radio Board and the other convention committee co-chairman.

Other members of the convention committee are Fred A. Knorr, WKMH Dearborn, Mich.; J.R. Livesay, WLBH Mattoon, Ill., NAB Engineering Conference liaison; Robert J. McAndrews, KBIG Avalon, Calif.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; W.D. Rogers, KDUB-TV Lubbock, Tex.; G. Richard Shafto, WIS-TV Columbia, S.C., chairman of tv board; F.C. Sowell, WLAC Nashville, Tenn., chairman of radio board, and Willard E. Walbridge, KTRK-TV Houston.

Here is the way the three chief convention planners appraise the role of, and the prospects for, the 1960 convention in Chicago:

CLAIR R. MCCOLLOUGH:

Since the beginning of the broadcasting industry, broadcasters have had to maintain constant vigilance against those who would restrict our ability to serve. This year the threat of restriction is greater than ever before. Our best defense against these restrictions and our best offense against our critics is constant dedication to serving the public and continued recognition of our responsibilities as radio and television executives.

Attendance at NAB conventions helps us renew this dedication and increases our ability to recognize these responsibilities. The 38th convention should be particularly worthwhile because the sessions will go to the heart of some of radio and television's major problems. In addition, there will be many opportunities to talk with industry leaders and exchange ideas on the business of broadcasting.

PAYSON HALL:

As those of us in the television industry travel the broad road which lies ahead, we will have great opportunities to serve the public in the fields of entertainment, information, education and advertising.

The television management sessions of the 38th NAB convention will give owners and managers the kind of information they need to do a better job of providing this service to the public. In the light of current problems, television executives will be particularly interested in sessions dealing with the television code, industry efforts toward improving the public relations climate and in the appraisal of events in Washington this election year. The latest facts and figures on automation and expert analysis of television investment problems also will be highly useful.

These are the highlights. The entire program will offer much of benefit to the industry.

THOMAS C. BOSTIC:

The American people know they can count on radio to provide them with the information, entertainment and advertising which is so important in their daily lives.

Each year the radio broadcasting industry masters new techniques and learns different ways to provide this service. At the NAB convention, radio broadcasters have an excellent opportunity to keep abreast of these techniques and to hear the views of experts on current problems of their medium. Constant improvement of the medium—through sessions such as these—will keep radio on the path to continued growth in public influence.

The radio standards of good practice, music licensing, the advertising dollar and radio's competitors for this dollar, radio public relations, radio promotion, and the program director's job are some of the subjects of interest this year.

(*Continued from page 38*)

feature added to this year's program in recognition of the medium's growing stature. National Assn. of Fm Broadcasters programmed a Sunday morning session. NAB drew up the Sunday afternoon agenda. The day also includes a long list of special-interest business and social functions (see "On Tap in Chicago," page 40).

Awards to Two ■ A feature of the 1960 convention will be presentation of two NAB awards. Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, will receive NAB's Distinguished Service Award at the formal opening April 4. He will deliver the keynote speech, replacing the late NAB president.

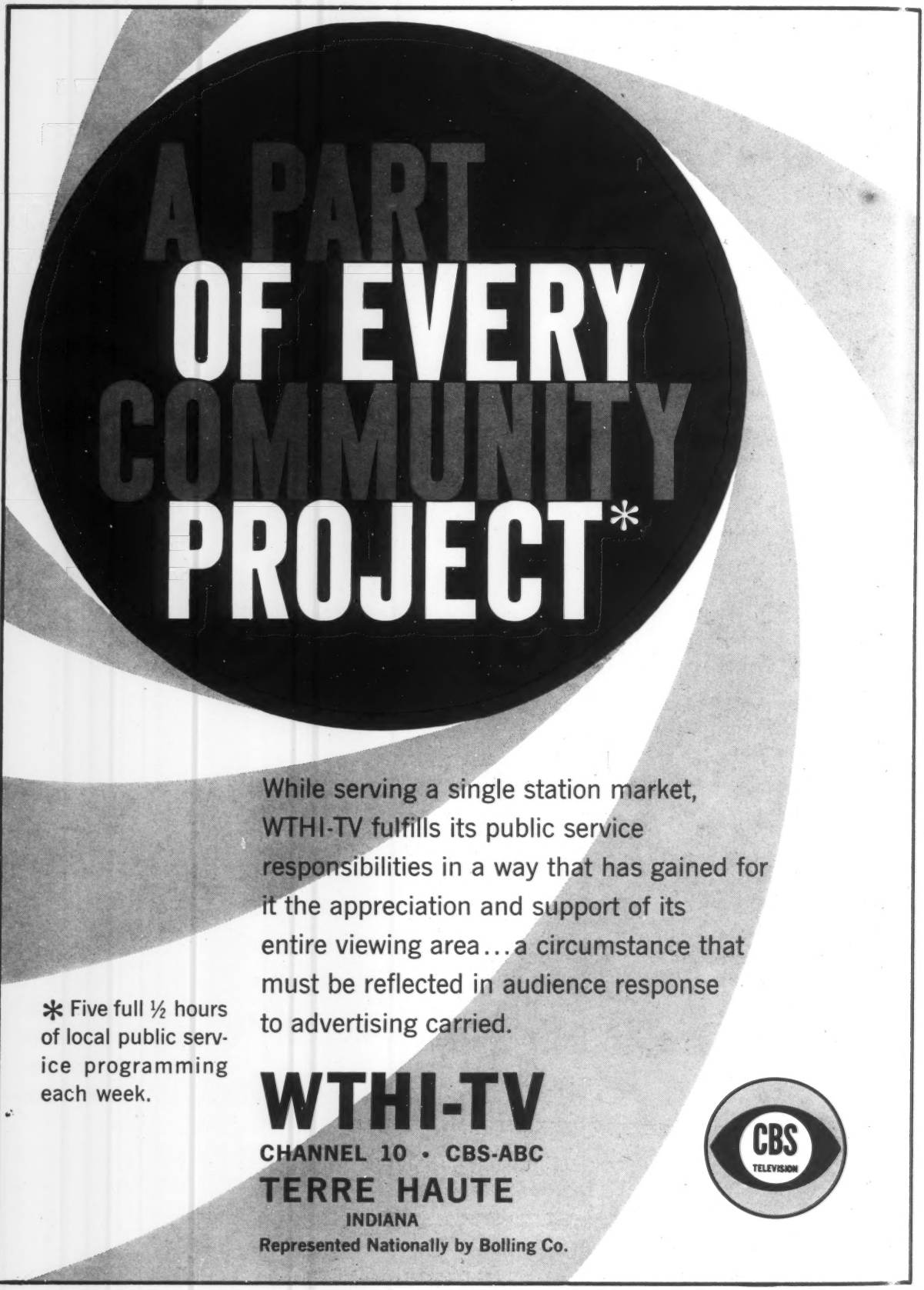
The NAB Engineering Award will

More and more people are better informed and better entertained through spending time with a "Metropolitan" personality—a personality like each of our widely-recognized properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TELEVISION STATIONS: New York WNEW-TV; Washington, D.C. WTTG-TV; Peoria/Illinois WTVH; Stockton-Sacramento/California KOVR-TV
RADIO STATIONS: New York WNEW; Philadelphia WIP; Cleveland WHK; OUTDOOR: Foster and Kleiser.


A PART
OF EVERY
COMMUNITY
PROJECT*
While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that must be reflected in audience response to advertising carried.
* Five full ½ hours of local public service programming each week.
WTHI-TV
CHANNEL 10 • CBS-ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.
CBS
TELEVISION

be presented at the April 6 luncheon to FCC Comr. T.A.M. Craven, former engineering consultant and an authority on allocations and technical matters.

Most convention sessions will be held in the Grand Ballroom on the second floor of the Conrad Hilton and four third-floor rooms—Waldorf, Williford, Beverly and Bel Air. The upper and lower Tower Rooms, where several meetings are scheduled, are entered from the 26th floor. Exhibits and registration are in the lower lobby.

The concurrent Engineering Conference, which meets in the Sheraton Blackstone across the street from the Conrad Hilton, will convene April 4 at 9:15 a.m. to hear a review of equipment exhibits. The engineers will join management delegates at 10:30 a.m. for the formal opening. They will attend a joint management-engineering luncheon and start hearing technical papers Monday afternoon.

Final event of the convention will be the Wednesday night banquet. Tickets for the banquet hadn't been exhausted March 31 but all luncheons were sellouts with Mr. Revercomb understood to be arranging an overflow room where luncheon speakers could be heard.

Banquet entertainment will be provided this year by ASCAP, which alternates with Broadcast Music Inc. in supplying banquet talent at NAB conventions. Wednesday's talent includes Roberta Sherwood, vocalist; June Taylor Girls, Harvey Stone, comedian; The Dominiques, Cuban acrobats; Renaux, magician, and Pompoff, Thedy & Family, comedy musical act. Frank York and the College Inn Orchestra from the Hotel Sherman will play for the dinner and show.

Five new members to NAB Radio Board

Five new members will join the NAB Radio Board effective with the end of the Chicago convention April 6, with seven re-elected directors starting their second terms. They were elected to their two-year posts in March. The tv membership will elect seven directors at an April 7 business session in Chicago.

New members joining the radio board are: Richard W. Chapin, KFOR Lincoln, Neb.; Allan Page, KGWA Enid, Okla.; John F. Patt, WJR Detroit; Alvis H. Temple, WKCT Bowling Green, Ky., and Robert T. Mason, WMRN Marion, Ohio.

Members starting their second terms are Simon Goldman, WJTN Jamestown, N.Y.; Jack Younts, WEEB Southern Pines, N.C.; F.C. Sowell, WLAC Nashville, Tenn. (retiring chairman); Joseph M. Higgins, WTHI Terre Haute, Ind.; George C. Hatch, KALL Salt Lake City; Robert J. McAndrews, KBIG Avalon, Calif.; Merrill Lindsay, WSOY-FM Decatur, Ill.

Continuing on the radio board with terms expiring next year are Daniel W. Kops.; WAVZ New Haven, Conn.; John S. Booth, WCHA Chambersburg, Pa.; Frank Gaither, WSB Atlanta; Hugh O. Potter, WOMI Owensboro, Ky.; Mig Figi, WAUX Waukesha, Wis.; Odin S. Ramsland, KDAL Duluth, Minn.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; B. Floyd Parr, KEEN San Jose, Calif.; Thomas C. Bostic, KIMA Yakima, Wash. (board vice chairman); Harold Hough, WBAP Fort Worth; Rex Howell, KREX Grand Junction, Colo.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Richard H. Mason, WPTF-FM Raleigh, N.C. Network members are E.J. DeGray, ABC Radio; Arthur Hull Hayes, CBS Radio; Robert F. Hurleigh, MBS; P.A. Sugg, NBC Radio.

Radio board members whose terms expire during the convention are: Ben B. Sanders, KICD Spencer, Ia.; Robert L. Pratt, KGGF Coffeyville, Kan.; John H. DeWitt, Jr., WSM Nashville, Tenn.; Frederick A. Knorr, WKMH Dearborn, Mich.; J.R. Livesay, WLBH Mattoon, Ill.

Empty rostrum ■ The NAB convention of 1960 will miss the most prominent figure of conventions of the past eight years. Harold E. Fellows, who presided over the conventions of 1952-59 as NAB president, died March 8 of a heart attack. This picture shows him at the opening session of the 1959 convention, in the same room of the same hotel where the 1960 convention will officially open this morning (April 4).

Continuing on the NAB Tv Board are Clair R. McCollough, WGAL-TV Lancaster, Pa.; W.D. Rogers, KDUB-TV Lubbock, Tex.; C. Wrede Petersmeyer, Corinthian Stations; Willard E. Walbridge, KTRK-TV Houston. Network to members are Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

Tv directors whose terms expire with the convention are: Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Stations (retiring vice chairman); C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge; James D. Russell, KKTV (TV) Colorado Springs, Colo., and G. Richard Shafto, WIS-TV Columbia, S.C. (retiring chairman).

Network members of the boards are appointed by the networks.

Expanded tv code board holds meet

Donald H. McGannon, Westinghouse Broadcasting Co., will retire as chairman of the NAB Tv Code Review Board at a code board breakfast to be held today (Monday) during the NAB Chicago convention.

Assuming the chairmanship will be E.K. Hartenbower, KCMO-TV Kansas City, who has headed the board's personal products subcommittee.

The board will expand from five to seven members at the breakfast session. New members joining the board will be George Whitney, KFMB-TV San Diego, Calif.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and James M. Gaines, WOAI-TV San Antonio. Continuing in service are Gaines Kelley, WFMY-TV Greensboro, N.C.; Mrs. A. Scott Bullitt, KING-TV Seattle, and Joseph Herold, KBTV (TV) Denver.

Among topics on the tentative agenda is the code amendment adopted March 9 at the NAB Tv Board meeting. It reduces the number of participation spots allowed in a half-hour (BROADCASTING, March 14).

Code change ■ The text of this amendment follows:

"Time Standards for Advertising Copy. Substitute this language for paragraph 4:

"4. Announcement or 'participation' programs are designed to accommodate a designated number of individual live or recorded announcements, generally

At this moment television and radio are in urgent need of help . . .

THEY need wise administration from within and wise guidance from without. They have not had enough of either, but right now wise guidance from without is in especially short supply.

Instead of guidance, television and radio are getting abuse; instead of helpful criticism, they are getting vilification. In certain newspapers and magazines broadcast-baiting has become an editorial policy. The sure way for a politician to be quoted in those publications is to make a speech denouncing television and radio as the domain of rogues and thieves.

In the federal government the prevailing attitude toward broadcasting is punitive when, of all times in broadcasting history, it should be constructive. The Congress and federal agencies are moving toward the imposition of controls far more rigid than are necessary to correct the defects in television and radio.

Four undesirable conditions in broadcasting have been turned up in government investigations over the past three years:

1. The use of improper influence on members of the Federal Communications Commission by rival applicants for television stations.

2. The rigging of television quiz shows.

3. The acceptance of payola from music interests by performers and other broadcasting employes.

4. The broadcasting of false or misleading advertising.

The extent and seriousness of each of these disorders have been exaggerated. Beyond that the ill-informed assumption has been made that these conditions are symptomatic of general corruption in broadcasting and in the federal agency that regulates it. The cry is for new laws and new rules that would be more suited to the administration of Alcatraz than to the guidance of communications media engaged in the infinitely complicated job of creating and conveying more entertainment and more information to more people than any other media yet invented.

There are laws enough. If the government has failed in its regulatory duty, it is not for lack of laws, as the record clearly proves.

Improper Influence ■ As a consequence of investigations by the House Legislative Oversight Subcommittee, a chairman of the Federal Communications Commission has resigned and a member of the FCC has been convicted for violation of *existing* federal laws and is awaiting a second trial (his first ended in a hung jury). Under *existing* laws and regulations the U.S. Court of Appeals has ordered the FCC to re-examine four contested television station grants, and the FCC, on its own initiative, has ordered re-hearings of two others and is investigating at least seven more.

Quiz Rigging ■ The mere disclosure of this practice has forced almost all quizzes off the air. Those that remain are being administered—by broadcasters, not the government—under controls that make rigging extremely difficult if not impossible. The New York District Attorney has asserted that 100 witnesses committed perjury during a grand jury investigation of the subject. If he wishes to put his assertion to a test, he can request indictments under *existing* New York criminal law.

Payola ■ The Federal Trade Commission has issued more than 60 complaints against record manufacturers or distributors. The defendants are charged with giving illegal inducements to disc jockeys or other radio station personnel, in violation of *existing* law. The Federal Communications Commission has begun citing stations for failure to identify the sources of free records, in violation of *existing* law.

False Advertising ■ The Federal Trade Commission last November announced an intensified campaign against false or misleading advertising on television. Since then it has issued eight complaints, all charging violations of *existing* law.

(Two important features of the FTC's campaign against television advertising have been underplayed or ignored in most accounts published in newspapers and magazines and indeed in the FTC's own announcements: 1. Of the eight complaints, only three were directed exclusively to the television advertising of the defendants; the other five also involved advertising in newspapers or magazines or both. 2. In rigorous monitoring of television commercials, the FTC has so far found only eight cases to prosecute. Com-

petent authorities estimate that during a year at least 7,000 different products and services are advertised nationally on television.)

IN AND OUT of government there are vocal critics of broadcasting who are impatient with the orderly prosecution of the wrongful acts that the investigations of influence, rigging, payola and false advertising have disclosed.

These critics want the government to fix other things that they, the critics, find objectionable. The list of things they want fixed is as long as the list of their personal prejudices.

What each of these critics really wants is a transformation of broadcasting to satisfy his own desires. In this respect the critics are reflecting, in an exaggerated way, what is probably a universal feeling. It is reasonable to assume that most people have at times wished for more programs of the kinds they like and fewer of the kinds they dislike, just as they have wished for more newspapers, magazines and movies that appeal to them and fewer that displease or bore them.

But most people have better sense than to ask the government to re-shape broadcasting according to their private specifications. They express their discontent by switching to another program or switching off the set. These acts do more to improve the quality of programming than all the powers of the United States government could do.

The main creative energies at work in broadcasting are directed toward the prevention of tuning out or tuning elsewhere. To remain in operation a station must capture and keep an audience. It can do neither without programs that are different from those on competing stations and more appealing than the many non-broadcast diversions that are available to the public nowadays.

The advocates of government control argue that the present system encourages the production of programs having mass appeal and discourages programming for minorities. They assert that diversity of appeal can be assured only if the government invokes and enforces program standards. This argument reveals ignorance of broadcasting's current structure and practices.

The creative process at work in the present system is induced and sustained by competition. The search for new programs and for improvements in those already on the air is compelled by the strongest of all instincts, survival. The process often fails, but is re-generated by failure. The more stations there are in competition with one another, the greater is the incentive for each of them to find or create programs that will differ from the others on the air.

In a community that has multiple choices of stations there is no "mass audience" in the sense that a dominant majority tunes to one station, program after program, day after day. There are minority audiences of infinite complexity tuning in and around and out or not switching on the set at all. The whole constitutes a mass, but the whole is composed of as many minorities as there are programs.

THE existing broadcasting system is its own best argument for careful preservation of the liberties under which it has developed. In less than 40 years radio has grown from the idea stage to a complex of 4,107 stations. In only a dozen years a television system of 524 commercial stations has been built.

There are now radio sets in more than 50 million homes, 96.3% of all U.S. homes, and television sets in more than 45 million homes, 86.9% of all homes. Nobody forced people to buy those sets, and nobody is forcing them to use them.

The proper role for government in the development of television and radio is the same as its role should be in the development of anything else. It should remove artificial barriers to competition and should guard the public against the crimes or deceptions which there is good reason to proscribe by law.

If the government moves beyond those limits and into the field of program surveillance or control, the public will be the loser. As Louis Brandeis, associate justice of the United States Supreme Court, wrote in 1928:

"Experience should teach us to be most on our guard to protect liberty when the government's purposes are beneficient. Men born to freedom are naturally alert to repel invasion of their liberty by evil-minded rulers. The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well-meaning, but without understanding."

This message is presented by BROADCASTING Magazine *which for more than 28 years, as the principal business publication in its field, has been observing and appraising radio and television.*

For many months broadcasters have been subjected to harsh and unjustified criticism by many politicians, newspapers, magazines and the so-called intelligentsia.

The message at left was presented in the New York Times *March 30 and is reasserted here to expose the speciousness of these arguments and argue the case for free and uninhibited operation by dedicated professional broadcasters.*

Broadcasters, if they wish, are welcome to rerun this advertisement in local newspapers, or use it on the air, with appropriate credit to BROADCASTING.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
WASHINGTON
NEW YORK
LOS ANGELES
CHICAGO

Teeth for Radio Code ■ Three-man team to direct spread of NAB Standards of Practice to non-members as well as member stations was named March 28 at meeting of standards committee. Members are (l to r) Cecil Woodland, WEJL Scranton, Pa.; Cliff Gill, KEZY Anaheim, Calif., and Frank Gaither, WSB Atlanta. They'll also plan enforcement machinery.

one minute in length, which are carried within the body of the program and are available for sale to individual advertisers.

"If presented live, one-minute 'participation' announcements should not exceed approximately 125 words.

" 'Participation' announcements shall be scheduled in the maximum proportion of one minute of announcement within every six minutes of programming, or not more than five within each thirty minute period of programming. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed."

RADIO CODE
Operation team plans means of enforcement

NAB has named a three-man "operational team" to guide expansion of the Standards of Good Practice for Radio Broadcasters and to lay plans for enforcement machinery.

The standards have been thrown open to non-NAB as well as NAB member stations, following the pattern of the association's Tv Code. Part of the team's job will be to plan the monitoring and other devices necessary to obtain enforcement of radio code bans and ethical language.

Members of the team, named at direction of the NAB Standards of Good Practice Committee, are Cliff Gill, KEZY Anaheim, Calif.; Cecil Woodland, WEJL Scranton, Pa., and Frank Gaither, WSB Atlanta. The standards committee met March 28 in Washington. Members in addition to the trio are Carleton D. Brown, WTVL Waterville, Me.; James L. Howe, WIRA Ft. Pierce, Fla.; William McGrath, WHDH Boston; George J. Volger, KWPC Muscatine, Ia., and Jay E. Wagner, WLEC Sandusky, Ohio. Merrill Lindsay, WSOY Decatur, Ill., attended the meeting as a member of the NAB Policy Committee and NAB director.

Staff members taking part were John F. Meagher, radio vice president; William Carlisle, station relations manager; Douglas A. Anello, chief counsel; John M. Couric, public relations manager, and John Degnan, assistant to Mr. Meagher.

Policy View ■ The committee issued the following statement: "It is the consensus of this committee that all responsible broadcasters are fully aware of the requirements inherent in the present standards and that no major revisions are presently required to insure the quality of broadcasting through its adherence. Such adherence will be further sustained by the implementation program schedules to become effective in the immediate future. Additionally the committee urges every station in the country to subscribe to the standards in the knowledge that the more universal its support, the less is the danger of government regulation."

Radio-tv to cover Chicago highlights

Extensive radio-tv coverage will be given at the NAB convention in Chicago.

Coverage will start April 4 with formal opening of the convention program when Dr. Frank Stanton, CBS Inc. president, will pay a tribute to the late NAB President Harold E. Fellows. In addition Secretary of State Christian Herter, FCC Chairman Frederick W. Ford and the keynote speaker, Clair R. McCollough, Steinman Stations, will be covered.

A side attraction that may draw the widest broadcast coverage will be a Monday afternoon news conference by ex-President Harry S. Truman, who will address the Broadcast Pioneers banquet Tuesday evening.

Network pickups scheduled (as of early April 1) follow:

NBC Radio—Excerpts from Sec. Herter Monday (tape) for delayed use on its Emphasis news segments, 3:12 p.m. (CST); Chairman Ford, Tuesday (taped) also Emphasis, same time; Mr. McCollough Monday, 4:35 p.m.; Dr. Stanton, Monday, 4:17 p.m.

NBC-TV—Sec. Herter Monday (taped full text), for delayed use, time to be announced.

CBS Radio—Sec. Herter Monday (taped full text), for delayed use; also possibly talks by Chairman Ford and Dr. Stanton.

CBS-TV—Unspecified pickups fed by WBBM-TV Chicago for use on network news programs.

ABC-Radio—Sec. Herter (taped) for scheduled news programs.

ABC-TV—Sec. Herter (taped), time unset; also Telenews coverage.

MBS—Sec. Herter Monday, 4:05 p.m. (EST) and Chairman Ford Tuesday, 4:05 p.m. (EST).

Tribute to Fellows

Tribute to the work of the late Harold E. Fellows, NAB president, on behalf of the annual appeals of the three major religious faiths was paid March 21 through the Religious Overseas Aid Program of the Advertising Council. Mr. Fellows was cited for his direct appeal to all radio and tv stations, drawing attention to materials distributed by the council and its task force agency, Fletcher Richards, Calkins & Holden. The nation's radio and tv broadcasters "have given generously of their invaluable commodity, time, and talent in support of the appeals of the three faiths," it was stated. Each spring Catholics, Protestants and Jews conduct major fund campaigns through the council.

Carbonated fun, sizzling excitement, pulsating public service . . . these are the ingredients which give Crowell-Collier stations that frolicking, effervescent sound . . . a sound of complete freedom of expression devoid of impediments that bind creativity so necessary to keep a radio station dominant in its market.

Crowell-Collier fun-excitement-public service programming is aimed at the warm, fun-loving hearts of the people. No attempt is made to cover up the natural, warm feeling generated by Crowell-Collier air personnel.

This freedom of expression then is the element which provides the fun-excitement-public service . . . the distinguishing facets of Crowell-Collier programming.

UNINHIBITED

KDWB
MINNEAPOLIS/ST. PAUL
John M. McRae, Gen. Mgr.
Natl. Sales Reps:
Avery-Knodel, Inc.

KEWB
SAN FRANCISCO/OAKLAND
Milton H. Klein, Gen. Mgr.
Natl. Sales Reps:
The Katz Agency, Inc.

KFWB
LOS ANGELES
Robert M. Purcell, Gen. Mgr.
Natl. Sales Reps:
John Blair & Co.

"first in contemporary communications"

CROWELL-COLLIER BROADCAST DIVISION

Robert M. Purcell, Director

WHERE TO FIND IT

All exhibits of equipment manufacturers are in the lower lobby Exhibition Hall of the Conrad Hilton during the NAB convention. Exhibit space and the hospitality suites are as of March 31.

Giant directory boards in the Conrad Hilton and Sheraton-Blackstone lobbies show associate members' suites. All suite designations are in the Conrad Hilton unless otherwise specified. (E) indicates exhibit space; (H) hospitality suites.

EQUIPMENT MANUFACTURERS

Adler Electronics .....(E) Space 24, (H) 923A
Albion Optical Co. ....(E) Space 39N, (H) 2419
Alford Mfg. Co. .....(E) Space 25
Alto Fonic .....(E) Space 45N
Ampex Corp. .....(E) Space 32, (H) 505A
Bauer Electronics .....(E) Space 38N
Bogen-Presto .....(E) Space 46N
Caterpillar Tractor Co. .....(E) Space 36
Cellomatic Corp. .....(E) Space 37N, (H) 1834A
Collins Radio Co. .....(E) Space 34
Conrac Inc. .....(E) Space 23
Continental Electronics ..(E) Space 33, (H) 823A
Continental Mfg. .....(E) Space 41N, (H) 2119
Dage Tv Div. .....(E) Space 3
Dresser-Ideco .....(H) 823
Electronic Applications .....(E) Space 6
Fairchild Camera .....(E) Space 9A
Foto-Video Labs .....(E) Space 19
Gates Radio Co. .....(E) Space 2, (H) 1519
General Electric .....(E) Space 31, (H) 1500
General Electronics Lab .....(E) Space 35
GPL Div. of General Precision ....(E) Space 26
Harwald Co. .....(E) Space 12
Hughey & Phillips .....(E) Space 30, (H) 2034A
Industrial Transmitters .....(E) Space 11
Kahn Research Labs ....(E) Space 5, (H) 1135A
Kliegl Bros. .....(E) Space 17
Kline Iron and Steel .....(H) 1535A
Lumitron Div., Metropolitan Electric Mfg. .....(E) Space 15
MacKenzie Electronics .....(E) Space 9B
Magne-Tronics Inc. .....(H) 723
Minneapolis-Honeywell .....(E) Space 10
Minnesota Mining .....(E) Space 40N
Miratel Inc. .....(E) Space 47N
Programmatic Broadcasting Service .....(E) Space 1, (H) 605
RCA .....(E) Space 21, (H) 605A
Raytheon Mfg. Co. ..(E) Space 1-A, (H) 1419A
Schafer Custom Engineering .....(E) Space 14, (H) 835A
Stainless Inc. .....(H) 1506
Standard Electronics .....(E) 28, (H) 2519
Swager Tower Corp. .....(H) 735A
Sarkes Tarzian Inc. .....(E) Space 18
Telechrome Mfg. Corp. .....(E) Space 20
Telecontrol Corp. .....(E) Space 44N
TelePrompTer Corp. ....(E) Space 22, (H) 505
Telescript-CSP .....(E) Space 8, (H) 1234A
Television Specialty Co. .....(E) Space 43N, (H) 1235A
Tower Construction Co. .....(E) Space 16
Utility Tower Co. ....(E) Space 4, (H) 1924A
Visual Electronics .....(E) Space 27, (H) 1200

GOVERNMENT

U.S. Army .....(E) Space 42N

NAB CONVENTION OFFICES

Convention Manager .....Room 1
Everett E. Revercomb, Sec.-Treas.; Ella Nelson Admin. Asst.
Engineering Conference .....Room 115, Sheraton-Blackstone
A. Prose Walker, Manager
Convention Exhibits .....Exhibition Hall
George E. Gayou, Exhibit Manager
Convention News .....Room 3
John M. Couric, Public Relations Mgr.
Convention Program .....Room 1
Howard H. Bell, Assistant to the President in charge of Joint Affairs

NAB STAFF OFFICES

Radio .....Room 2
John F. Meagher, Vice President
Television .....Room 2
Thad H. Brown Jr., Vice President
Broadcast Personnel-Economics .....Room 4
Charles H. Tower, Manager
Government Relations .....Room 2
Vincent T. Wasilewski, Manager
Legal .....Room 2
Douglas A. Anello, Chief Attorney
Organizational Services-APBE .....Room 4
Frederick H. Garrigus, Manager
Research .....Room 4
Richard M. Allerton, Manager
Station Relations .....Lower Lobby
William Carlisle, Manager
Television Code Affairs .....Room 4
Edward H. Bronson, Director

NETWORKS

ABC-Radio and ABC-TV .....(H) 2320-25
CBS-Radio .....(H) 1806
CBS-TV .....(H) 2305A-11A
Keystone Broadcasting System .....(H) 806
Mutual .....(H) 2304
NBC .....(H) Sheraton-Blackstone Presidential Suite
NTA .....Sheraton-Blackstone

PROGRAM SERVICES

ABC Films Inc. .....(H) 1706
M & A Alexander Prod. .....(H) 2419A
CBS Films Inc. .....(H) 2316-19
Community Club Services .....(H) 2106
Crosby-Brown .....(H) Sheraton-Blackstone
Harry S. Goodman Prod. .....(H) 1106A
Governor Television Attr. .....(H) 1218A
Guild Films .....(H) Ambassador-East
Independent Tv Corp. .....(H) 934A
Jingle Mill .....(H) Petite and Flower Rooms, Sheraton-Blackstone
Keystone Broadcasting System .....(H) 806
King Features Syndicate Tv .....(H) 2335A
Lang-Worth Feature Programs .....(H) 2506
MCA-TV .....(H) 2400
MGM-TV .....(H) 2406
Magne-Tronics .....(H) 723
Modern Broadcasting Inc. .....(H) 1034A
Modern Talking Picture Serv. .....(H) 2119A
Pams Productions .....(H) 1035A
Programatic (Muzak) .....(H) 605
RCA Recorded Program Services .....(H) 600
Roy Rogers Syndication .....(H) 918A

Open house

Headquarters of the BROADCASTING magazine staff during the NAB convention is in Suite 706-A of the Conrad Hilton Hotel. A complete editorial newsroom is operating, with a full staff of reporters covering all aspects of the convention.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence Taishoff, Rufus Crater, Win Levi, Kenneth Cowan, Frank Beatty, Don West, Warren Middleton, John Osbon, Ed Sellers, Bill Merritt, Lawrence Christopher, Dawson Neil, Gladys Hall and Barbara Kolar.

Screen Gems .....(H) 2500
SESAC .....(H) 1206A
Trans-Lux Television Corp. .....(H) 1906
United Press Movietone .....(H) 500
World Broadcasting System .....(H) 1900
Ziv-United Artists Inc. .....(H) 2300

RESEARCH ORGANIZATIONS

American Research Bureau .....(H) 900
Broadcast Advertisers Reports .....(H) 719A
A.C. Nielsen .....(H) 1000
Pulse Inc. .....(H) 2106A

STATION REPRESENTATIVES

Am Radio Sales.....(H) Sheraton-Blackstone
Avery-Knodel...(H) 1108-09 Sheraton-Blackstone
Elisabeth M. Beckjorden .....(H) 2508, Executive House
Chas. Bernard Co.....(H) Ambassador-East
Blair Television Assoc.....(H) Drake Hotel
Blair-TV .....(H) Drake Hotel
John Blair & Co. .....(H) Drake Hotel
The Bolling Co. .....(H) 1100
Branham Co. .....(H) Congress Hotel
Broadcast Time Sales .....(H) Unassigned
CBS Radio Spot Sales .....(H) 1806
CBS Tv Spot Sales .....(H) Unassigned
Henry I. Christal Co. .....(H) 1306
Robert E. Eastman .....(H) 2704
Everett-McKinney .....(H) Executive House
Forjoe & Co. .....(H) Congress Hotel
Gil-Perna .....(H) 1300
H-R Reps., H-R Tv .....(H) 3510-12
Harrington, Righter & Parsons .....(H) 709 Sheraton-Blackstone
Headley-Reed .....(H) 700
George P. Hollingbery .....(H) 1600
Hal Holman Co. .....(H) 1022-23
The Katz Agency.....(H) 3803 Executive House
Jack Masla & Co. .....(H) Unassigned
Meeker Co. .....(H) 1700
McGavren .....(H) Executive House
NBC Spot Sales.....(H) Sheraton-Blackstone
John E. Pearson .....(H) Executive House
Peters, Griffin.....(H) Sheraton-Blackstone
Edward Petry & Co.....(H) 1400
Radio-TV Representatives .....(H) 1105A
Paul H. Raymer Co....(H) 3704 Executive House
Television Adv. Reps.....(H) Drake Hotel
Vernard, Rintoul, McConnell.....(H) 2100
Weed .....(H) 2110 Prudential Plaza
Adam Young Cos.....(H) 2200

MISCELLANEOUS

Advertising Age .....(H) 1306A
AP .....(H) Sheraton-Blackstone, Floor 1
AT&T .....(H) 1618A
Balaban Stations .....(H) Unassigned
Blackburn & Co. .....(H) 1323
BROADCASTING .....(H) 706A
Paul Chapman Co. .....(H) Unassigned
R.C. Crisler & Co. .....(H) 723A
Wilt Guzendorfer & Assoc.....(H) Unassigned
Hamilton-Landis & Assoc.....(H) 1722
Media-Scope .....(H) 935A
Norman & Norman .....(H) 834A
Printers Ink .....(H) 706
Radio Advertising Bureau .....(H) 1524
Radio Television Daily.....(H) 906
Sponsor .....(H) 1106
Standard Rate & Data .....(H) 1706A
Television Age .....(H) 1606
Television Bureau of Advertising .....(H) 819
Television Information Office 819A
Television Magazine .....(H) 2506A
Edwin Tornberg & Co. .....(H) 1318A
Tv Digest-TV Guide .....(H) 1319
Tv Stations Inc. .....(H) 2023A
U.S. Radio .....(H) 923
Variety .....(H) 806A

compliments of a friend

After

this

long

hard

winter,

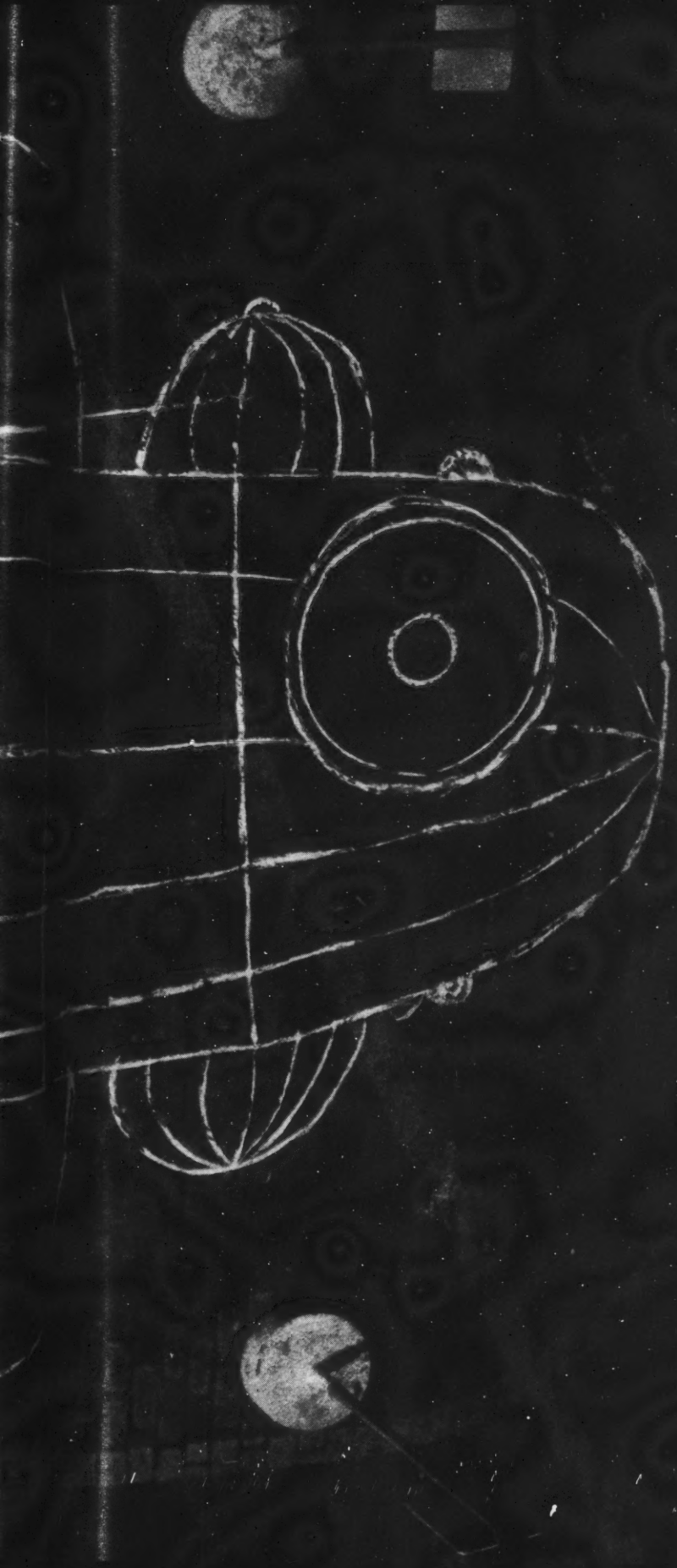
Television will still be
the
greatest force for
information,
education,
entertainment,

truth

and advertising

... ever.

kmtv 3 omaha



FROM THE SIDEWALKS OF NEW YORK TO THE VALLEYS OF THE MOON...

New York gets ALL the news on WRCA-TV. From Brooklyn to Bangkok . . . from Manhattan to Mars . . . wherever the news is made, whatever makes the news, New Yorkers get it all, get it fast via channel 4.

The story behind the story: people – the award-winning reporters, commentators and technical crews who man the world's largest broadcast news organization.

Chet Huntley and David Brinkley . . . Gabe Pressman, whose beat is the entire New York area . . . John K. M. McCaffery, whose "Eleventh Hour News" commands the largest audience of any local daily news program in the world . . . Ken Banghart and Bob Wilson . . . Bill Ryan and Leon Pearson. In millions of New York homes these names are synonymous with News.

And they're backed-up by a staff of over 500 located in seven permanent domestic and ten foreign NBC News Bureaus where the advanced techniques of electronic journalism are blended with an old-fashioned determination to deliver the whole story first.

The months ahead will be *newsworthy* months – crowded with political conventions, with meetings at the Summit, with journeys into space and with thousands of events, big and little. Watch for it all . . .

Where News Comes First on...

WRCA-TV • 4

NBC in New York

RADIO'S UNSOLICITED TESTIMONIAL

RAB clinic hears advertisers praise medium's selling prowess

From food for dogs to food for people—radio can sell it. And it can sell such assorted other products and services as gasoline for cars, airline seats for travelers, and shaving cream and deodorants for men.

That was the message for some 250 agency, advertiser and broadcast executives on hand for Radio Advertising Bureau's Fifth Annual National Radio Advertising Clinic in New York last Thursday. Chicago executives were to get the message in duplicate presentations there Friday.

Radio success stories and how-we-used-it reports were presented by five veterans of National Radio Advertising: William G. Mennen Jr. of the Mennen Co., Gordon M. Bain of Northwest Orient Airlines, Raymond C. Keck of Cities Service, Robert Llewellyn of American Bakeries and F.J. Torrence of John Morrell & Co.

The stories behind other successful radio campaigns also were presented in a creative session featuring three agency executives: Harry K. Renfro of D'Arcy Adv., St. Louis; Richard Mercer, BBDO, New York, and Mark Forgette, J. Walter Thompson Co., Chicago. A series of roundtable discussions by media buyers wound up the all-day clinic in each city.

Bread ■ A 2¼-minute commercial which many stations accepted at an average rate of 1½ times the one-minute charge was the highlight of one of the advertiser presentations. This was a musical commercial for Tastee Bread, which Mr. Llewellyn, American Bakeries Advertising Manager, said was accepted—at that average rate—by 80 to 90% of the stations used in Tastee's campaign in 33 cities last fall. Americans spent approximately $500,000, using at least 60 spots a week in the 33 markets.

Radio's ability to reach women just before they do their shopping, its economy and its adaptability to saturation use were key factors in the bakeries' selection of the medium, Mr. Llewellyn reported. He credited stations' acceptance of the 2¼-minute commercials—and their success in selling bread—to the fact that they were "entertainment commercials" featuring good music as well as sales message. The commercials were made into albums which were given away—more than 1,000 in St. Louis alone—in response to listeners' requests, he asserted.

Toiletries ■ Mr. Mennen, marketing vice president of the Mennen Co., detailed past and current uses of radio by his concern. From last July through November, Mennen used only radio to advertise its Speed Stick deodorant, Quixana, Skin Bracer and Foam Shave. He said that after four weeks of the campaign, which embraced 75 markets, "one of the largest wholesale drug houses in St. Louis reported a 50% increase in Mennen deodorant sales with a 15% increase in Foam Shave and a 25% increase in Quixana. A Los Angeles drug chain reported it was running out of stock on the Skin Bracer faster than its normal reorder pattern [and] similar reports came in from Omaha, Detroit, Denver, Indianapolis, Miami and Boston."

He singled out disc jockeys' knack for personalizing commercials as an important factor which "makes the bargain of radio an even bigger bargain than the dollars-and-cents figures suggest."

Against this background Mr. Mennen sketched 1960 plans: "Our entire Speed Stick budget, for example, is now in radio (more than 100 stations in the top 76 markets) and as summer comes and people turn more and more from television to radio, as they do every summer, you're going to find Mennen back in radio with a greatly expanded schedule, not only with Speed Stick but with a flock of other products for men." Looking for the male audience, Mennen shoots primarily for the 6-9 a.m. and 4-6 p.m. periods for its spots.

Air Travel ■ Mr. Bain, sales vice president of Northwest Orient, stressed radio's "extreme flexibility" which "permits us to aim our advertising at specific problems almost overnight." Among other success stories he cited a heavy two-week radio promotion in Chicago which, he said, raised one flight from an average of 17 passengers to a continuing average of 65.

Northwest Orient, which spends close to $1.5 million a year in radio, was the first major airline to put the bulk of its budget into the medium, Mr. Bain declared.

Motor Products ■ Mr. Keck, advertising manager of Cities Service, noted that starting in 1927 his company used network radio continuously for 30 years, from Jessica Dragonette to the Band of America. Also an extensive user of spot radio, Cities Service put $1 million into this arm of the medium last year.

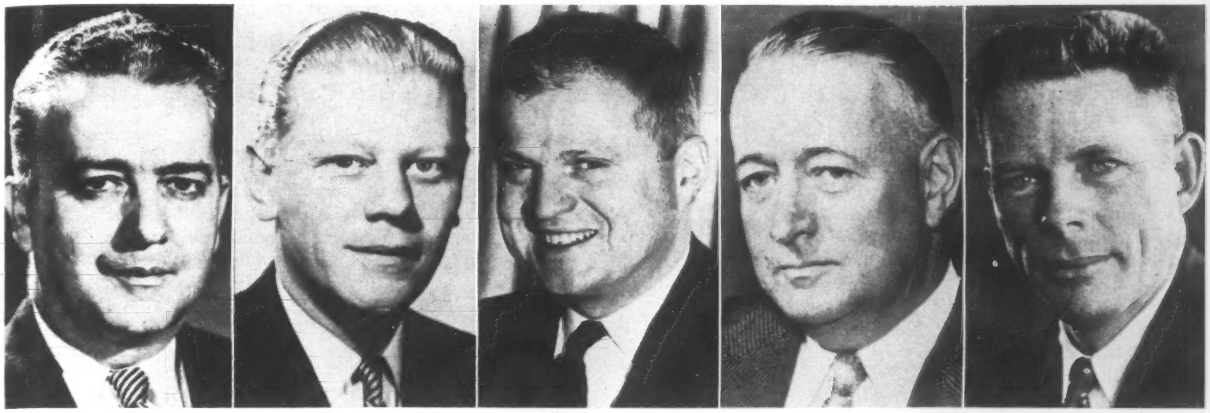
He said his company looks for saturation, timeliness (peak car-care and driving seasons) and compatibility with realistic budgeting when it starts planning a radio campaign. Last year's campaign—so effective it brought a budget

Award eight best radio commercials; JWT, Esty two each

Golden record plaques for the "eight most effective" radio commercials of 1959 were presented by the Radio Advertising Bureau at its National Radio Advertising Clinic luncheon in New York last Thursday. The winners were all musical commercials. J. Walter Thompson Co. and William Esty Co. had two winners each.

Allen M. Woodall of WDAK Columbus, Ga., RAB board chairman, made the presentation. The winners, the agencies involved and the executives who received the awards for the respective advertisers and agencies were as follows (recipient in each case was from the agency, except as noted).

Budweiser beer ("Where There's Life There's Bud"), D'Arcy Adv., President Harry W. Chesley Jr.; Coca-Cola ("Be Really Refreshed"), McCann-Erickson, Paul E. Foley, vice president and assistant general manager; Ford ("New World of Fords"), Wallace Elton, JWT vice president; Nescafe ("43 Beans"), John Peace, Esty president; Northwest Orient Airlines ("Give Wings To Your Heart"), Winslow H. Case, Campbell-Mithun, vice president; Pepsi-Cola ("Be Sociable"), Kenyon & Eckhardt, associate ad director Mal Murray, Pepsi-Cola Co.; Schlitz beer ("Real Joy of Good Living"), JWT, Mr. Elton; Winston Cigarettes ("Winston Tastes Good"), Esty, Mr. Peace.



MR. TORRENCE MR. KECK MR. LLEWELLYN MR. BAIN MR. MENNEN

They sing the praises of radio in five-part harmony

increase for radio in 1960—used minute spots on Wednesdays, Thursdays and Fridays plus afternoon and early-evening reminder spots, eight seconds in length, on weekends. Mr. Keck told broadcasters: "As long as you offer the flexibility, the sound and economical means of reaching the consumer, we should be good for another 35 years" in radio.

Dog Food ■ Mr. Torrence, advertising director of Morrell, noted that radio has been a primary tool in getting Red Heart Dog Food started in the 1930's and it is still basic to Morrell's efforts to maintain and increase its share of the highly competitive, $350 million dog food market. Radio, which he credited with a major role in building Red Heart's business "from cases to car-loads," currently is being used in 90 to 100 markets. He stressed the importance of "week-in and week-out continuity in radio," and said Morrell, in the medium for 25 years, will be "swinging along with radio at least for another 30 years, I hope."

The clinic's creative session delved behind the scenes of the creation of distinctive radio campaigns for Butter-Nut Coffee, Lucky Strike Cigarettes and Seven-Up beverage. The reports were presented by creative experts from the respective agencies: Mr. Renfro, radio-tv manager of D'Arcy, St. Louis; Mr. Mercer, vice president and radio-tv copy group head for BBDO, New York, and Mr. Forgette, vice president, JWT, Chicago.

Mr. Renfro told of Butter-Nut's use of off-beat commercials by Stan Freberg —including a six and one-half minute entertainment commercial which on some stations was placed as a program and on others was broken into 60-second spots—to introduce the product on the West Coast. Mr. Mercer traced the evolution of Lucky Strike's new theme, "remember how great cigarettes used to taste?" and Mr. Forgette reported on the use of the Kingston Trio as the new radio voice of Seven-Up.

RAB President Kevin Sweeney, Board Chairman Allen M. Woodall, of WDAK Columbus, Ga., and Miles David, RAB vice president and director of promotion, presided over the sessions, which in most cases included the playing of commercials from the various campaigns.

EXPLAIN THEIR AD SUCCESSES

Noxzema and Westinghouse outline strategy

How changes in advertising strategy boosted sales on an "old-new" product for one client and a new product revitalized an old market with bonus results for another highlighted an Assn. of National Advertisers Workshop in Chicago last week.

The speakers: H.W. Grathwohl, vice president - advertising for Noxzema Chemical Co., and Charles E. Erb, marketing manager for Westinghouse Electric Corp.'s Lamp Division. Allen F. Flouton, executive vice president of Compton Adv. Inc., was a third speaker at the ANA's new products workshop.

Mr. Grathwohl traced the advertising patterns for Noxzema Instant Lather Cream introduced in 1953 against stiff competition. The company did fairly well, spending an average ratio of advertising to sales and putting all its money in 1956 into the *Perry Como Show*, which reached 12 - 14 million homes. Unfortunately, distribution wasn't holding up with limited exposure on the network program.

Getting only 2% of market share, Noxzema retracted its steps. It surveyed its distribution pattern and found that average factory sales per 1,000 population ranged from $2.12 in one territory to $23.52 in another. Thus, the company had used a national tv show, putting the same proportionate share of its budget in the one as in the other.

Concentrates on Radio ■ Noxzema decided to drop tv and concentrate on radio and newspapers, in April 1957, according to Mr. Grathwohl. It used saturation techniques—flights of 16 weeks, a hiatus, then 15 weeks, another hiatus and maybe nine weeks. It bought heavy spot radio schedules on three New York, five New England, 25 Yankee Network Stations. Then Noxzema wanted to get an attention getting device and evolved another approach. So, with a bit more money to spend, it turned to tv in August 1958, buying two stations each in New York and Boston. Sales climbed for New York, New England and elsewhere in terms of index and market share. Retail sales rose 32% in 26 months.

Noxzema changed strategy again, buying the half-hour *Love and Marriage* series in 90 cities and boosted its food store distribution from 19% to 43% in the mid-Atlantic region, 1% to 8% in Central, 7% to 10% in East Central and 23% to 28% in New England. Mr. Grathwohl displayed a chart showing a 54% retail sales increase last year over two years ago and a current 19% gain over last year.

Mr. Erb described how Westinghouse unveiled its new shape "eye-saving" white bulb, which he claimed broke a 35-year barrier in the field. It poured 100% of its advertising dollars in tv and print in the residential market behind the new product. Shipments of new shape bulbs in 1959 were ten times greater than those of conventional bulbs in their best year. He noted the WEC's Lamp Division is expanding its budget for tv and radio.

SPOT TV'S TOP 100 ADVERTISERS

P&G leads the parade with $45 million, Lever Bros. second

Five national advertisers were responsible for more than $251.8 million gross billing in television last year.

Tv spot billing during 1959 was $605.6 million, compared to 1958's $511.7 million (BROADCASTING, March 21).

Procter & Gamble alone racked up a gross billing of $95,340,352, over $50 million in network and another $45 million in spot. Lever Bros. ranked second with more than a $46.8 million tv gross, split $32.7 million in network and $14.1 million in spot. American Home Products allocated a gross $38.7 million that fell $28.1 million in network and another $10.6 million in spot. Colgate-Palmolive compiled over $36.3 million of which $22.4 million was in network and $13.8 million in spot. General Foods' $35.4 million was $20.8 million network and $14.6 million spot.

The compilation of tv's top five was made possible last week with release by Television Bureau of Advertising of the estimated expenditures (in gross) of the top 100 national and regional spot tv advertisers. Network figures were disclosed a few weeks ago (BROADCASTING, March 21).

Highlights of TvB's spot report:

P&G's $45 million led the list of 100 spot advertisers. Adell Chemical (Lestoil principally) was second in spot with $18,132,030; General Foods was third at $14,599,400; Lever Bros. fourth at $14,118,940; Colgate-Palmolive fifth with $13,879,890; Continental Baking next at $10,806,480; Warner-Lambert Pharmaceuticals followed with $10,690,620; American Home Products eighth at $10,657,620; Brown & Williamson Tobacco ninth with $9,252,640, and Miles Labs was No. 10 at $7,830,830.

20 TOP BRANDS

1. Lestoil	$17,627,120
2. Duncan Hines Mixes	7,209,170
3. Maxwell House Coffee	6,082,340
4. Kellogg Cereals	5,953,660
5. Mr. Clean	5,796,130
6. Alka-Seltzer	5,729,760
7. Texize Household Cleaner	4,611,480
8. Wonder Bread	3,865,090
9. Robert Hall	3,836,490
10. Anahist Cold Remedies	3,812,430
11. Folger's Coffee	3,722,440
12. Avon Cosmetics	3,677,040
13. Colgate Dental Cream	3,629,920
14. Coca-Cola	3,544,560
15. Dristan Cold Remedies	3,542,570
16. Cheer	3,333,470
17. Profile Bread	3,181,840
18. Viceroy	3,125,610
19. Post's Cereals	3,106,540
20. Vick's Cold Remedies	3,061,510

Lestoil Leads Brands ■ Adell's Lestoil was the No. 1 spot tv brand in the nation. That product alone brought in a gross billing of more than $17.6 million. P&G's spot support for Duncan Hines mixes established the product line as second at more than $7 million, followed by General Foods' Maxwell House, Kellogg cereals, P&G's Mr. Clean (household liquid detergent and Lestoil competitor); Miles' Alka-Seltzer and Texize (still another Lestoil-Mr. Clean competitor).

P&G spent upward of $3 million for each of four brands—Duncan Hines mixes, Mr. Clean, Cheer and Clorox.

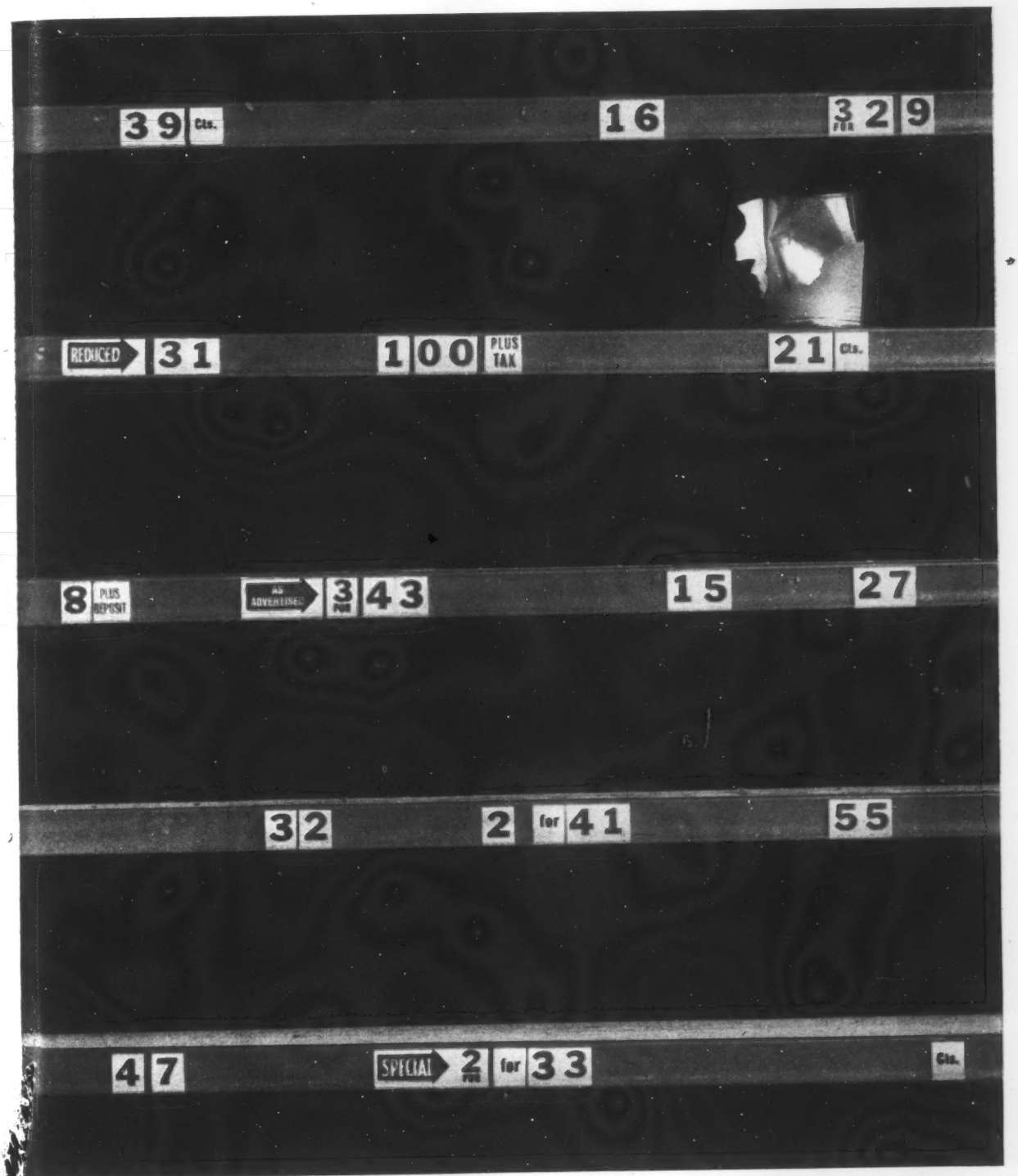
Foods advertisers made up the leading product class in spot tv, spending $165.7 million, or 18% more than in 1958. No other product group came near the foods' total: drugs, cosmetics, beer and household cleaners all coming in at the $45-53 million range. Advertisers of household cleaners, waxers, cleansers and polishes increased billing 52% over their 1958 spot tv total ($45.1 million compared to $29.6 million).

The margin of nighttime over daytime, as the period into which most spot billing fell, narrowed just slightly in 1959 compared to 1958. In 1958, 53.4% of spot billing was registered in the nighttime schedule; in 1959, the share was 50.6%.

Minute announcements continued to get the lion's share of spot billing (actually more of the total in 1959 [76.1%] than in 1958 [72.7%]).

EST. EXPENDITURES OF NATIONAL & REGIONAL SPOT TV ADVERTISERS BY PRODUCT CLASSIFICATION

AGRICULTURE	$ 11,782,000
Feeds, meals	1,005,000
Miscellaneous	777,000
ALE, BEER & WINE	47,840,000
Beer & ale	42,945,000
Wine	4,895,000
AMUSEMENTS, ENTERTAINMENT	1,019,000
AUTOMOTIVE	18,175,000
Anti-freeze	158,000
Batteries	449,000
Cars	12,143,000
Tires & tubes	1,715,000
Trucks & trailers	303,000
Miscellaneous accessories & supplies	3,407,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,827,000
Fixtures, plumbing, supplies	503,000
Materials	746,000
Paints	1,012,000
Power tools	231,000
Miscellaneous	335,000
CLOTHING, FURNISHINGS, ACCESSORIES	16,273,000
Clothing	12,206,000
Footwear	2,911,000
Hosiery	803,000
Miscellaneous	353,000
CONFECTIONS & SOFT DRINKS	28,192,000
Confections	13,427,000
Soft drinks	14,765,000
CONSUMER SERVICES	17,531,000
Dry cleaning & laundries	35,000
Financial	2,975,000
Insurance	3,770,000
Medical & dental	197,000
Moving, hauling, storage	488,000
Public utilities	7,861,000
Religious, political, unions	969,000
Schools & colleges	185,000
Miscellaneous services	1,051,000
COSMETICS & TOILETRIES	$ 52,512,000
Cosmetics	11,844,000
Deodorants	5,870,000
Depilatories	152,000
Hair tonics & shampoos	10,982,000
Hand & face creams, lotions	3,982,000
Home permanents & coloring	5,326,000
Perfumes, toilet waters, etc.	1,822,000
Razors, blades	2,412,000
Shaving creams, lotions, etc.	1,488,000
Toilet soaps	7,103,000
Miscellaneous	1,531,000
DENTAL PRODUCTS	13,571,000
Dentifrices	8,806,000
Mouthwashes	3,898,000
Miscellaneous	867,000
DRUG PRODUCTS	53,478,000
Cold remedies	16,655,000
Headache remedies	10,823,000
Indigestion remedies	10,310,000
Laxatives	3,031,000
Vitamins	4,026,000
Weight aids	1,911,000
Miscellaneous drug products	5,625,000
Drug stores	1,097,000
FOOD & GROCERY PRODUCTS	165,725,000
Baked goods	28,736,000
Cereals	15,266,000
Coffee, tea & food drinks	36,501,000
Condiments, sauces, appetizers	7,121,000
Dairy products	7,919,000
Desserts	1,366,000
Dry foods (flour, mixes, rice, etc.)	19,489,000
Fruits & vegetables, juices	9,551,000
Macaroni, noodles, chili, etc.	2,136,000
Margarine, shortenings	8,942,000
Meat, poultry & fish	8,909,000
Soups	988,000
Miscellaneous foods	7,850,000
Miscellaneous frozen foods	1,502,000
Food stores	9,449,000
GARDEN SUPPLIES & EQUIPMENT	$ 808,000
GASOLINE & LUBRICANTS	22,890,000
Gasoline & oil	21,449,000
Oil additives	1,285,000
Miscellaneous	156,000
HOTELS, RESORTS, RESTAURANTS	568,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	45,165,000
Cleaners, cleansers*	38,128,000
Floor & furniture polishes, waxes	3,540,000
Glass cleaners	659,000
Home dry cleaners	569,000
Shoe polish	1,725,000
Miscellaneous cleaners	544,000
HOUSEHOLD EQUIPMENT—APPLIANCES	4,971,000
HOUSEHOLD FURNISHINGS	3,564,000
Beds, mattresses, springs	1,785,000
Furniture & others furnishings	1,779,000
HOUSEHOLD LAUNDRY PRODUCTS	36,727,000
Bleaches, starches	6,702,000
Packaged soaps, detergents*	27,987,000
Miscellaneous	2,038,000
HOUSEHOLD PAPER PRODUCTS	4,558,000
Cleansing tissues	666,000
Food wraps	1,524,000
Napkins	314,000
Toilet tissue	1,162,000
Miscellaneous	892,000
HOUSEHOLD, GENERAL	5,617,000
Brooms, brushes, mops, etc.	603,000
China, glassware, crockery, containers	941,000
Disinfectants, deodorizers	1,156,000
Fuels (heating, etc.)	309,000
Insecticides, rodenticides	1,701,000
Kitchen utensils	106,000
Miscellaneous	801,000



The case of the lonesome can: Shelves full at 9 am, but naked as a jaybird at 5 pm. Sent out All Points Bulletin. Same checkout at all checkout counters and bins cased. (Same as department and other store capers.) Same pattern—shelves fully stocked at 9 am, empty at 5. All indications same gang operating last 27 years. Suspicious lack of sponsor turnover. (Of '59-'60's 49 advertisers, 30 renewals.) Notorious shelf-emptier must be Don McNeill's Breakfast Club. Missing hot items at super and other markets include:

ALL-PURPOSE GELATIN, AQUA-IVY, AMERICAN HOME, APPIAN WAY PIZZA, ARCHWAY COOKIES, AYDS, BABYSWEET—SOOTHENE, BELTONE HEARING AIDS, BEN MONT CHRISTMAS TREE DECORATIONS, BRUCE CLEANING WAX, BURGESS VIBROCRAFTER CAN OPENER, CHASE & SANBORN, CHEF BOY-AR-DEE, CHEERIOS, CLAIROL, DEEP HEAT RUB, DRISTAN, EX-LAX, FRED FEAR EASTER EGG COLORS, GROSSET & DUNLAP, GULF GUARANTY LAND & TITLE CO. (CAPE CORAL), HUDSON VITAMINS, KOOL-AID, KRETSCHMER WHEAT GERM, KVP FREEZER PAPER, LADIES' HOME JOURNAL, LEVOLOR VENETIAN BLINDS, MAGLA IRONING BOARD COVERS, MIRACLOTH, MUSSELMAN APPLE SAUCE, NATIONAL LP GAS COUNCIL, OLSON RUG, PARKER PENS, PETER PAUL, PLANTABBS, RENUZIT FABRIC CLEANER, ROCK OF AGES, SARAN WRAP, SATURDAY EVENING POST, 6-12 INSECT REPELLENT, SLOAN'S, SOFSKIN, SPRUANCE BREAD MIX, STA-PUF—STA-FLO, STREETER'S PLANT TABLETS, UNIVERSAL COFFEEMATIC, VAN NUYS SAVINGS & LOAN, WATCHMAKERS OF SWITZERLAND, ZINO PADS.

Look for summer capers! **ABC RADIO NETWORK**

NOTIONS	$ 325,000
PET PRODUCTS	6,689,000
PUBLICATIONS	679,000
SPORTING GOODS, BICYCLES, TOYS	4,893,000
Bicycles & supplies	36,000
Toys & games	4,530,000
Miscellaneous	327,000
STATIONERY, OFFICE EQUIPMENT	222,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,171,000
Radio & television sets	381,000
Records	280,000
Miscellaneous	510,000
TOBACCO PRODUCTS & SUPPLIES	31,490,000
Cigarettes	28,756,000
Cigars, pipe tobacco	2,330,000
Miscellaneous	404,000
TRANSPORTATION & TRAVEL	$ 3,911,000
Air	2,734,000
Bus	422,000
Rail	718,000
Miscellaneous	37,000
WATCHES, JEWELRY, CAMERAS	3,830,000
Cameras, accessories, supplies	1,170,000
Clocks & watches	22,000
Jewelry	174,000
Pens & pencils	2,211,000
Miscellaneous	253,000
MISCELLANEOUS	8,600,000
Trading stamps	953,000
Miscellaneous products	3,655,000
Miscellaneous stores	3,992,000
TOTAL	$605,603,000

* In 1959 Liquid cleaners (i.e. Lestoil) included in sub-class, "Cleaners, Cleansers."

TOP 100 NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS

1959 ANNUAL REPORT (Source: TvB-Rorabaugh)

Rank		Est. Expenditure
1.	Procter & Gamble	$45,046,800
2.	Adell Chemical	18,132,030
3.	General Foods	14,599,400
4.	Lever Bros.	14,118,940
5.	Colgate-Palmolive	13,879,890
6.	Continental Baking	10,806,480
7.	Warner-Lambert	10,690,620
8.	American Home Products	10,657,620
9.	Brown & Williamson	9,252,640
10.	Miles Laboratories	7,830,830
11.	Bristol-Myers	7,744,650
12.	International Latex	7,381,340
13.	Kellogg	5,988,600
14.	Texize Chemicals	5,360,900
15.	Philip Morris	4,387,270
16.	R. J. Reynolds	4,252,450
17.	Corn Products	4,226,190
18.	P. Lorillard	4,177,170
19.	Standard Brands	4,135,040
20.	United Merchants & Mfrs.	3,840,970
21.	J. A. Folger	3,722,440
22.	Avon Products	3,677,040
23.	Sterling Drug	3,660,910
24.	Anheuser-Busch	3,649,070
25.	Coca-Cola Bottlers	3,567,960
26.	Carter Products	$3,474,300
27.	American Tobacco	3,467,440
28.	Ford Motor Dealers	3,438,840
29.	Revlon	3,284,050
30.	General Mills	3,237,710
31.	Vick Chemical	3,115,200
32.	Lanolin Plus	3,047,290
33.	B. T. Babbitt	2,992,150
34.	Pepsi Cola Bottlers	2,984,590
35.	Liggett & Myers	2,948,590
36.	Andrew Jergens	2,923,670
37.	Wesson Oil & Snow Drift	2,883,440
38.	Borden	2,824,470
39.	Food Mfrs.	2,769,580
40.	William Wrigley, Jr.	2,749,420
41.	Gillette	2,745,350
42.	Drug Research	2,742,900
43.	Pillsbury	2,712,080
44.	Pabst Brewing	2,710,170
45.	National Grape Cooperative Ass'n	2,601,350
46.	Nestle	2,581,390
47.	Norwich Pharmacal	2,534,960
48.	American Chicle	2,496,540
49.	Shell Oil	2,451,710
50.	General Motors Dealers	2,427,260
51.	Max Factor	$2,423,490
52.	Carling Brewing	2,395,710
53.	Jacob Ruppert	2,213,820
54.	Esso Standard Oil	2,198,650
55.	National Biscuit	2,130,880
56.	Wander	2,075,850
57.	Falstaff Brewing	2,061,370
58.	Sun Oil	2,038,840
59.	U. S. Borax & Chemical	1,998,720
60.	Pharma-Craft	1,973,510
61.	Associated Products	1,956,140
62.	Helena Rubinstein	1,920,480
63.	Hertz	1,915,420
64.	Quaker Oats	1,859,690
65.	Schlitz Brewing	1,850,150
66.	Minute Maid	1,822,880
67.	Hamm Brewing	1,821,880
68.	Ralston Purina	1,808,340
69.	Helene Curtis Industries	1,787,350
70.	Standard Oil (Indiana)	1,767,900
71.	Ward Baking	1,748,460
72.	E. & J. Gallo Winery	1,640,110
73.	Interstate Bakeries	1,586,800
74.	Fels & Co.	1,549,600
75.	Atlantic Refining	1,543,390
76.	Alberto-Culver	1,535,130
77.	Exquisite Form Brassiere	1,507,730
78.	M. J. B. Co.	1,505,720
79.	Continental Wax	1,496,130
80.	Piel Bros.	1,487,830
81.	National Dairy Products	1,445,980
82.	Safeway Stores	1,430,470
83.	Chesebrough-Ponds	1,419,880
84.	Plough	1,405,460
85.	Atlantis Sales	1,403,850
86.	Wilson & Co.	1,401,800
87.	General Motors	1,370,030
88.	Schick	1,348,040
89.	Pam Industries	1,328,560
90.	Phillips Petroleum	1,325,310
91.	E. F. Drew & Co.	1,320,230
92.	Parker Pen	1,317,120
93.	Armour & Co.	1,291,160
94.	Charles Pfizer	1,279,910
95.	Vic Tanny Enterprises	1,277,630
96.	Heublein	1,273,310
97.	National Brewing	1,258,700
98.	Block Drug	1,250,630
99.	Pacific Tel. & Tel.	1,243,960
100.	Kroger	1,232,020

yes, NO. 1
in DENVER
KBTV a CHANNEL 9

*6 out of the top 10 programs are on KBTV!
Greatest share of audience from 3 P.M. to sign off!
Greatest number of homes reached from 3 P.M. to sign off!

AGAIN!

The figures are in . . . and they conclusively prove that for the second straight rating period . . . Channel 9 is the top station with Denver TV viewers.

Great ABC-Television network shows, powerful local programs combine with KBTV's "perpetual promotion" to place Channel 9 in this number one position.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?

* Nielsen Station Index For Denver February 1960

A television code station.

SEAL OF GOOD PRACTICE

KBTV THE FAMILY STATION / CHANNEL 9 DENVER, COLORADO

Call your P G W Colonel

JOHN C. MULLINS, President
JOE HEROLD Station Manager

BIG 6 FOR '60

6 modern approaches to one old broadcasting problem: *finding the right music at the right price.*

SESAC RECORDINGS announces the new all-LP music Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the **"DRUMMERS"*** – SESAC's all-new recorded sales starters, station promos and production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC Hospitality Suite 1206A at the Conrad Hilton Hotel during the 1960 NAB Convention.

* Trademark

SESAC INC. THE COLISEUM TOWER
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

FIRTH LAYS TV SALES CARPET

Expands home decorating show to 10 markets

Firth Carpet Co. of New York is working its way up to wall-to-wall electronic coverage. The company is doing it in easy stages, spreading its tv by sections across the country, two markets last spring, nine or ten this season and maybe 20 in the fall.

To sell its big-ticket merchandise, Firth is taking an educational—and economical—approach, using daytime weekly half-hours, 10 weeks at a time. The current schedule, which is getting underway on a staggered basis, grew out of a two-market success last year.

The Firth show, *Spotlighting You*, debuted live last year in Baltimore and Kalamazoo. Results were so satisfactory to Firth and local stores that this year the sponsor and its agency, W.B. Doner & Co., decided to put it on tape and take it on the road. Stations on the spring 1960 line-up are KLZ-TV Denver, WMAR-TV Baltimore, KRNT-TV Des Moines, KING-TV Seattle, WLWI (TV) Indianapolis, KFSD-TV San Diego, WKZO-TV Kalamazoo, WPST-TV Miami and WRC-TV Washington. There may be another market or so, depending on availabilities.

Fast Draw In The East ■ Early results on *Spotlighting You* confirm the tv strategy. Fred Tobey, executive art supervisor of the Doner Co. and account man for Firth, said the show pulled 220 mail requests for a booklet by Friday morning after the Wednesday, March 18 debut on WMAR-TV Baltimore. If the pattern follows last year's test market experience (4,000 Baltimore booklet orders in eight weeks), this will build over the 10 weeks, making the effort worthwhile both at the store and in the mailbox.

Spotlighting You stars Firth's decorating consultant, Guy Cornell. Designed as a "service" program, it tells its home decorating story through questions by a housewife panel to Mr. Cornell and guest decorators. Mr. Cornell himself covers such general areas as lighting, textures, art, draperies and care of home furnishings, while show hostess Tykie Casey handles a brief "Carpet Corner" feature advising viewers how to buy and care for carpets. Commercials are for Firth and for local stores, which coordinate advertising and display on their end.

Sponsor and agency teams licked last year's commuting problem for live shows by putting this season's run on tape. KRON-TV San Francisco got the job not only because of its bid but because John Tharrett, Firth's director of merchandising, and the agency producers consider San Francisco the place to find chic women (panelists on the show) and speech that is free of regional peculiarities. Mr. Tharrett, Mr. Tobey and Doner producer-director Bob Bleyer worked on the series with Bob Glassburn of the KRON-TV staff who was assigned as production co-ordinator on the tape job.

Decorating duo ■ Firth consultant Guy Cornell and show hostess Tykie Casey on the San Francisco set of *Spotlighting you.*

All commercials are done live by local personalities, but Doner has set up a uniform approach. A "soft sell" tone has been taken because "it would be wrong to excite the viewer into rapid action or to hit him over the head on a subject such as a home decoration project that might involve spending thousands of dollars," Firth believes.

Sales Conditioning ■ Harold E. Wadely, president and board chairman of the carpet firm, sums up the campaign's dual aim: "First, we want to create traffic for our dealers on regular goods at regular prices. Second, we want to educate women at home so they will know how to shop for carpet intelligently. We have found that we can accomplish each of these goals, and also found that dealers who tie in with the series with their own advertising and displays benefit accordingly."

Lestoil firm sold

Standard International Corp., Andover, Mass., is acquiring Adell Chemical Co., Holyoke, Mass., maker of Lestoil Liquid Detergent and Lestare Dry Bleach, at an undisclosed sales price. Adell Chemical, owned by the Jacob L. Barowsky family, attributed the sale mainly to the unfavorable estate tax picture and to the assurance that the present management and direction of the company will be maintained.

Adell Chemical by virtue of its close kinship to television (Lestoil's spot tv story is perhaps the medium's top success tale) moved from a $90,000-a-year to a $24-million-a-year operation in only six years.

TVB SCHEDULES SALES CLINICS

Local ad problems subject of 17 meetings

Problems in local tv advertising will be treated in a series of 17 sales clinics, according to plans described last week by Television Bureau of Advertising, New York. With specific application to retail stores, the TvB sessions for local broadcasters will open May 3 in Greensboro, N.C., and wind up June 16 in Seattle.

TvB said the clinics, which will examine mainly the "typical department store" since it also includes problems of specialty stores, will show stations how to determine the best local advertising prospects, how to study the prospect before seeing him and how to create a tv plan, prepare the presentation and follow through.

Three morning meetings for station representatives are also scheduled: Chicago on May 20, New York on June 1 and Los Angeles on June 10.

TvB executives slated to direct the sessions include: Howard Abrahams, vice president in charge of retail sales; Edward Armsby, director of sales presentation and promotion; George Lindsay, director of central division; William MacRae, director of station relations; Walter McNiff, western division director; John Sheehan, vice president, national sales, and Louis Sirota, assistant director of retail sales.

The complete sales clinic schedule:

May 3, King Cotton Hotel, Greensboro; May 5, Dinkler Plaza, Atlanta; May 10, McAllister Hotel, Miami; May 12, Shamrock-Hilton, Houston; May 17, Hotel Leamington, Minneapolis-St. Paul; May 17, Muehlebach Towers, Kansas City.

May 19, Ambassador-East, Chicago; May 19, Skirvin Hotel, Oklahoma City; May 24, Sheraton, Rochester; May 24, Sheraton-Belvedere, Baltimore; May 26, Sheraton-Plaza, Boston; May 26, Sheraton, Louisville.

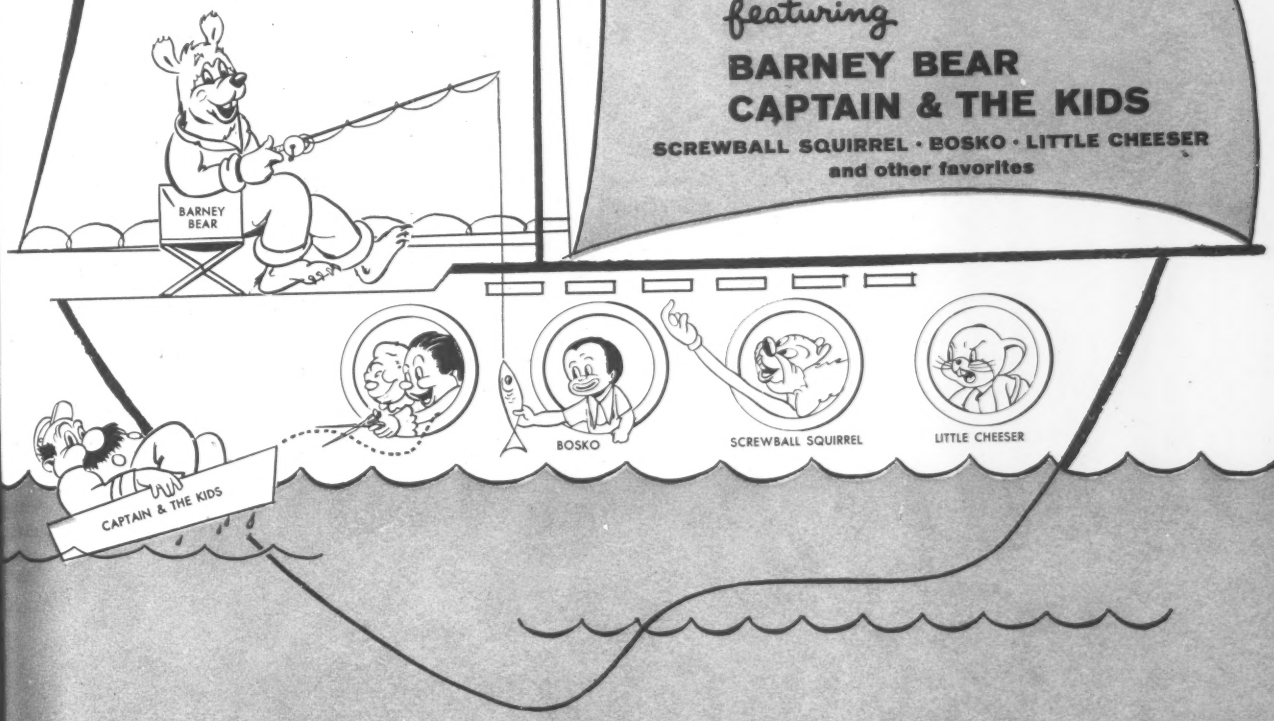
June 2, Statler-Hilton, Detroit; June 7, Cosmopolitan Western, Denver; June 9, Sheraton West, Los Angeles; June 14, St. Francis, San Francisco; June 16, Olympic, Seattle.

SET SAIL FOR HIGH RATINGS WITH.....135 hilarious M·G·M cartoons

featuring

BARNEY BEAR
CAPTAIN & THE KIDS

SCREWBALL SQUIRREL · BOSKO · LITTLE CHEESER
and other favorites



Rich rating rewards are yours when you dip into this fabulous treasure chest of M-G-M cartoons . . . featuring a host of laff-a-minute favorites created by such top-flight animators as Tex Avery and Hanna & Barbera. Every M-G-M cartoon offers top-quality, full animation, more visual excitement, more hilarious situations, and more fabulous sight gags. Watch those ratings zoom when one youngster tells another that your channel is programming these fun-packed M-G-M cartoons!

CONTACT US AT THE
NAB CONVENTION
ROOM 2406, CONRAD HILTON HOTEL

MGM·TV

division of Metro-Goldwyn-Mayer Inc.
1540 Broadway—New York, N. Y.

TO CALL
POLICE
THIS
PHONE
OUT OF
ORDER

The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response: "WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department . . . and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.

WNBQ / WMAQ

CHANNEL 5 670 ON THE DIAL

NBC OWNED STATIONS IN CHICAGO

K&E STAGES MEDIA ANALYSIS

Admen delve into case history study to find best formula for radio-tv client

For most advertisers, broadcasting is not a one-time thing but media to be integrated into overall product strategy.

Examples pointing up this thinking were given during a media cram session at an intra-agency seminar held in New York for Kenyon & Eckhardt marketing supervisory executives from branch offices. (A session on tv programming had emphasized the risk to an advertiser who delays his network tv purchase too long [BROADCASTING, March 28]).

Media discussions explored "case histories" showing how studies and formulas are applied to fit the advertiser's distribution pattern of a product. Literally hundreds of buying formulas had been worked out for one K & E client, it was explained, and are available to media strategists at the agency.

Among principles and observations voiced were these:

Four weeks commercial exposure is considered a minimum for an advertiser to build his product in television.

How Much? ■ There's no firm rule on how often is sufficient for advertising frequency. For that matter, it was noted, the advertiser might use any one or combination of different approaches. He might build slowly moving from regional to national coverage; start nationally and reinforce markets where he is weakest, or perhaps spread his advertising over the various media and/or within a single medium (in the latter case an illustration in tv would be to buy participations in network programs).

Radio listening increases in the summer while attention to other media drops. Time spent with radio in the summer goes up 9%, out-of-home listening increases about 25%. Over the year, tv commands the most time. Individuals spend an average 20 hours 37 minutes per week with tv in the winter, 18 hours 47 minutes in the summer. Radio, however, goes up from 14 hours 29 minutes in the winter to 15 hours 32 minutes in the summer. (Newspapers and magazines hover around 4 and 5 hours respectively, though magazines drop off 3% in the summer).

What Hours? ■ The prime evening tv hours are most affected by distractions of other activities; daytime suffering the least (especially noon-3 p.m. period) while the least affected evening hours are those after 10 o'clock. Through the year, the 9-11 p.m. period would appear to be "best" on the average.

Network tv is inconsistent in the depth of market penetration in that a program in some markets will earn ratings below and in others above its national average, and though most advertisers are aware of this "few do anything about it." Ideally, K & E feels, every advertiser ought to set a reserve budget "at least for the top 25 or 30 population centers." In tv, presumably, this could take in use of spot for reinforcement.

A series of cost efficiency studies on reaching men, women and children in the various national media were explained—the attempt made to show how research can work to give media meaning to a client's marketing objective.

A detailed example shown to the K & E group discussed a six-city test campaign using tv for a new product. By projecting the expected cost of a national campaign, the agency demonstrated how it could come close, proportionally, to the conscious impression and cost via use of "local" tv.

Is the armpit about to go?

Revised commercials for Ban deodorant were rolling out of the mill last week and moving along the inspection line past agency, client, NAB and network continuity-acceptance officials. This new version, the third in the spot's controversial career since last autumn, ought to appear late this week or early next.

L.H. Bristol Jr., public relations director of Ban manufacturer Bristol-Myers Co., said Thursday it would be another week or 10 days before the revised spot would be seen. He said changes were minor in the new version.

The latest Ban spot is said to hold a reduced role for the featured statue, the discus thrower. Camera emphasis is on the product itself, it is understood. Armpit shots have been de-emphasized, if not altogether eliminated from the new video, and continuity has been modified, according to reports. Mr. Bristol said it was only "a word or two."

The NAB Tv Code Board has looked at the Ban advertising more than once (BROADCASTING, Jan. 25, *et seq.*), sending it back to agency Ogilvy, Benson & Mather for successive revisions on grounds of taste (the board emphasized that none of its criticisms was directed at the product itself). Network continuity acceptance departments also had raised questions, it was reported, possibly even before the Tv Code Board started screening the copy (BROADCASTING, Feb. 15). The commercials are seen on CBS-TV, NBC-TV as well as in spot around the country. Sales have been most satisfactory as controversy raged around the tv campaign, company officials have indicated.

WANDERERS BACK

Bulova, Pepsodent return to spot radio

The past week brought two returnees to radio but not in the manner to which radio audiences previously were accustomed. The advertisers were Bulova Watch Co., through McCann-Erickson, and Lever Bros.' Pepsodent toothpaste, through Foote, Cone & Belding.

Bulova's is the more extensive spot radio campaign of the two; Pepsodent entering only the New York market.

But alert radio timebuyers and station salesmen kept tabs on both, for these reasons:

Pepsodent is trying out a new buying concept developed by FC&B. The advertiser is using three or four stations in New York and may extend the campaign elsewhere, though FC&B is tight-lipped on both details of the Pepsodent commercials and the direction in which further buying may go.

On WNEW New York, for example, Pepsodent started its spots (all one-minute pop tune announcements including the once-familiar "where the yellow went" line) on March 28. On the station—presumably the pattern for other placements—Pepsodent for 16 weeks will run an average of 14 or 15 spots weekly. The spots will run in four-week cycles, as for example, the first four-week period concentrating in early morning; next four weeks in the late afternoon-dinner hour area; next period in late morning and late afternoon, etc.

Not So Long Ago ■ It's been two years since Pepsodent dropped its nationwide spot campaign using a "where the yellow went" jingle, most spots concentrated in the early morning hours. For Bulova, it's been several years since "Bulova watch time" has been on radio.

Bulova's tee-off started April 1, sup-

Sylvia Scott *hostess of WMAR-TV's*

"THE WOMAN'S ANGLE," Baltimore's Leading Homemakers' Program, INJECTS the Personal Touch . . . into her Format . . . with audience and famous guests . . . Mon. thru Fri., 1-1:30 p.m.*

Sylvia personally answers about 600 weekly requests for information, recipes and news about the Newest Household Products.

WMAR TV, Channel 2

SUNPAPERS TELEVISION, BALTIMORE 3, MARYLAND

Represented Nationally by THE KATZ AGENCY, Incorporated

In Four Weeks, according to NIELSEN Jan. '60 SYLVIA talks to 156,800 Different Families! She LEADS in ARB, Dec. '59, Too!

We hope you
will drop in
and let these
ASSOCIATED
PRESS MEN
say
HELLO
during the
NAB
CONVENTION
in Chicago
this week

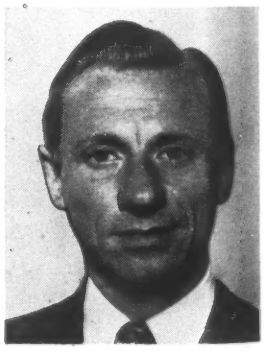
ANDY ANDERSON

PAUL BREINING

HOWARD GRAVES

DOUG LOVELACE

FRANK STEARNS


AL STINE

....**THE ASSOCIATED PRESS** HEADQUARTERS....

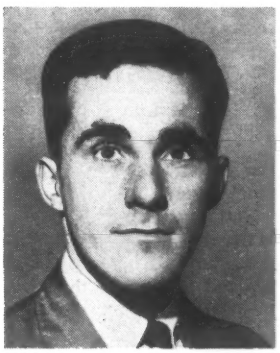
JIM COLDSMITH

TOM CUNNINGHAM

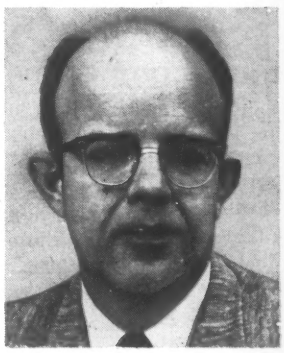
JIM FIRMIN

JERRY GILL

BOB MYERS



TOM PENDERGAST

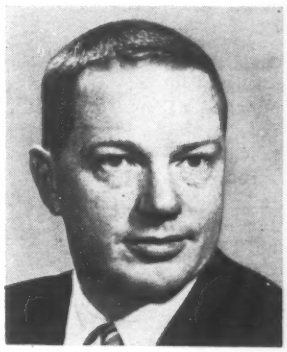


BOB ROUSEK

JIM SMITH

TOM STUETZER

BOB SUNDY



BOB WELLS

FRANK WETZEL

. . . . The Sheraton Room, Floor One, Sheraton-Blackstone (Open at 5 p.m., Sunday, April 3) . . . .

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week March 24-30 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 24	Untouchables (9:30 p.m.)	ABC-TV	33.2
Fri., March 25	Tv Guide Awards (8:30 p.m.)	NBC-TV	25.6
Sat., March 26	Gunsmoke (10 p.m.)	CBS-TV	30.3
Sun., March 27	Ed Sullivan (8 p.m.)	CBS-TV	24.4
Mon., March 28	Danny Thomas (9 p.m.)	CBS-TV	27.5
Tue., March 29	Garry Moore (10 p.m.)	CBS-TV	22.8
Wed., March 30	Wagon Train (7:30 p.m.)	NBC-TV	26.7

Copyright 1960 American Research Bureau

ported by more than a $1 million budget for a 25-week run in the top 50 markets using two or three stations in each market and as many as 50 ID's each week in each market (BROADCASTING, March 14, Feb. 1).

The fuss 'n' feathers in radio buying and selling quarters may be all for naught. But should either advertiser's campaign catch fire, the result could be two former "top spot radio advertisers" making a decision to throw their blue chips back into the medium.

■ Business briefly

Time sales

Best takes half ■ Best Foods Div. of Corn Products Co. signed alternate-week sponsorship of *Dennis the Menace* on CBS-TV, effective April 17 (Sun. 7:30-8 p.m. EST). New sponsor will alternate with the Kellogg Co., regular sponsor of the program since its debut last October. Agency for Best Foods: Guild, Bascom & Bonfigli Inc., San Francisco.

Breakfast cheer ■ General Mills Inc., for Cheerios, signed a 26-week order as participating sponsor of ABC Radio's *Breakfast Club* (Mon.-Fri. 9-10 a.m. EST). Agency: Dancer-Fitzgerald-Sample, N.Y.

THE MEDIA

PROMOTION FOR SERIOUS SHOWS

Rival stations bury competitive axe to answer television critics

In two major markets, television stations are forgetting their rivalries long enough to set up and execute continuing promotions of the best "serious" programming carried by all of them.

The idea is to show opinion leaders in these areas that, no matter what the critics say, television stations carry a substantial body of meaty material—information, educational, cultural and special-interest programming—day in and day out. The vehicle is a monthly mailing piece listing highlights of programming of these types scheduled in the 30 days ahead.

The projects, set up by the local stations with the assistance of the Television Information Office, were launched last week in Los Angeles and Chicago. Stations in other markets have indicated plans to proceed with similar promotion ventures.

Details At Convention ■ The Los Angeles and Chicago projects and how they were developed will be explained by TIO Director Louis Hausman as part of the TIO presentation at this afternoon's (April 4) Television Assembly at the NAB convention. Copies of the pilot mailing pieces also will be made available to conventioners.

TIO obviously would like to see all stations in every market in the U.S. develop similar promotions. Mr. Hausman feels that, if conducted on a continuing and widespread basis, such undertakings could go a long way toward dispelling the notion that television is all "low brow" programming —and in doing so would give the public a more accurate picture of what the medium does offer, not only among local viewers but nationally.

It is not always easy to get all competing stations in a market to submerge their differences and work together on a project of mutual interest, Mr. Hausman acknowledges, but he feels that the Los Angeles and Chicago programs have clearly demonstrated that it can be done—successfully.

Los Angeles has seven stations and Chicago four, and in each case all stations are cooperating.

Methods Vary ■ The mechanics differ somewhat in the two cities, although the end products are similar. In Los

Some Television Programs of Information, Education, Culture and Special Interest

broadcast in Los Angeles during April, 1960

current events, interviews, talks, news analysis and commentary

10:15-10:45 pm and 2:00-2:30 pm (repeat), Monday thru Friday, Channel 11
PAUL COATES
Using the combination of carefully researched reporting and a simple, powerful interview technique, Paul Coates presents studies of current social problems and events on the local, national and world scene, such as nuclear warfare peril, atheism, Buddhism and communism, water fluoridation and deposed Latin-American dictators.

11:00-11:30 pm Monday thru Friday, Channel 5
THE MIKE WALLACE INTERVIEW
Penetrating interviews with such persons as Adlai Stevenson, Maurice Evans, V. K. Krishna Menon.

9:00-9:30 am Sunday, Channel 2
F.Y.I.
Public Affairs series covering a wide variety of topical issues

2:00-2:30 pm Sunday, Channel 7
COLLEGE NEWS CONFERENCE
Student panelists under producer-moderator Ruth Hagy toss penetrating and uninhibited questions on world affairs at national and international figures. *Senator Hubert Humphrey, guest (10).*

2:30-3:00 pm Sunday, Channel 2
FACE THE NATION
A panel of veteran newsmen quiz leading national and world figures to shed new light on important issues and problems. *Senator John F. Kennedy, guest (31).*

2:30-3:00 pm Sunday, Channel 4
CALIFORNIA REPORT
With Bob Wright as host, and in cooperation with the Los Angeles Examiner, this program brings to the viewer a look, sometimes shocking, at the problems and pitfalls facing our community.

3:00-3:30 pm Sunday, Channel 7
OPEN HEARING
John Secondari, ABC Washington News Bureau Chief, heads a panel of ABC News Washington correspondents in questioning a personality-in-the-news about a topical national or international question of the day.

Putting its best foot forward ■ Here's how television's strong points are emphasized in a Los Angeles distribution. This is a portion of a four page summary of April shows, broken down by categories (e. g., current events and commentary, books and book reviews, music and the dance, the theatre, etc.). Copies of the mailing piece will be shown in Chicago.

in Seattle
KOMO-TV and ABC-TV
50% more than 2nd station

	STATION SHARE
KOMO-TV	45.9
Station B	30.5
Station C	19.5
Other	4.1

KOMO-TV IS 1st 7 NIGHTS OF THE WEEK

Station B – 1st 0 night
2nd 5 nights
3rd 2 nights

Station C – 1st 0 night
2nd 2 nights
3rd 5 nights

Source: Nielsen Station Index, Feb. '60, 7:30-10:30 p.m. PST, Sun. thru Sat. based on total home impacts.

KOMO-TV – ABC TELEVISION

for Seattle-Tacoma and Western Washington

abc

Represented Nationally by THE KATZ AGENCY, Inc.

Angeles, after managements of the seven stations agreed to participate, it was decided to retain George L. Moskovics, television consultant, as editor to get the service under way.

Mr. Moskovics collects from each station a list of programs with a short description of each, which fall into cultural, educational and information categories. After he has screened the entries they are passed upon by a station-management committee whose members will rotate but which will consist of one representative of a network station and two from independents.

The first Los Angeles mailing (see cut) which went to 7,000 to 10,000 leaders in various fields in the area, lists more than 100 regular series and special programs scheduled to be seen there during April. Accompanying it was a short explanation:

"While nearly all people know television intimately as a medium of entertainment, very few are aware of its continuing contributions in the fields of information, education, culture and special interest.

"As a leader interested in these areas, we feel that you might find such knowledge useful and rewarding. Accordingly there is attached, arranged by categories for your convenient reference, a listing with brief descriptions of some of these programs to be seen here during the next 30 days.

"Similar listings will be sent you regularly . . ."

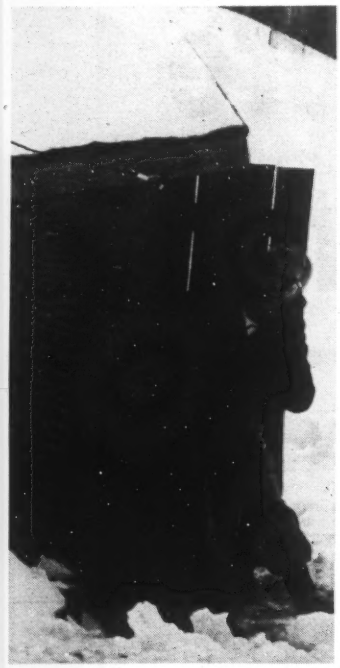
Chicago: Do It Yourself ■ In Chicago, the stations decided to do the job themselves rather than retain an outside expert. There the managements worked out the original plan and set the policy, assigning the detail work to their respective promotion chiefs. Some 8,500 to 10,000 schedules were sent out in the April mailing, listing highlight programs in such categories as news, music, interview and discussion, education, special programs and sports, drama and information reports.

To ease the local committees' work, TIO gets from the networks in New York a listing of their planned programs in the various categories, so that the local job is limited to compiling the appropriate local programs—and, of course, organizing, printing and mailing the complete schedule.

Mr. Hausman says TIO will gladly furnish network schedules and program descriptions to stations which wish to undertake similar projects in other communities. He is confident that in any but the biggest markets in the country—and perhaps even there—the job can be done by the stations themselves, with no need to hire outside help.

Management leaders in the Los Angeles project have included James Schulke and Richard Jolliffe, KTLA (TV); Tom McCray, KRCA (TV); Robert Wood KNXT (TV); Selig Seligman, KABC-TV; Bob Leder and Howard Wheeler, KHJ-TV; Richard Moore and Robert Breckner, KTTV (TV), and Ken Brown and Alvin Flanagan, KCOP (TV).

In Chicago, management leaders are Ward Quaal, WGN-TV; Clark George, WBBM-TV; Lloyd Yoder, WNBQ (TV) and Sterling Quinlan, WBKB (TV). The Chicago promotion men responsible for compiling the monthly schedule are, respectively, Jim Hanlon, Virgil, Mitchell, John Keys and Jim Ascher.



Overtime on a mountain ■ The antenna of WLOS-TV Asheville, N.C., is located on the peak of Mt. Pisgah, 6,089 ft. high. Engineers reporting for duty at the antenna site must take a specially contructed 3,000 ft. cable car to the mountain peak. These frostbitten gentlemen have been marooned for days because of heavy snows . . . on overtime. Time cards turned in by the crew caused gasps in the WLOS-TV front office where the weather conditions "way up there" were not immediately understood. The situation was clarified when the men submitted a chronological diary of events which read like Admiral Byrd's trek to the Polar regions. Pictured above is Bill Padgett, transmitter supervisor, who is coordinating snow removal attempts from a phone shack at the bottom of the cable car run.

Wometco Enterprises' profits jump in '59

Wometco Enterprises Inc. gross income for 1959 was $10,364,753 compared to $9,366,098 for 1958, the broadcast-theatre company reported last week.

Net income for 1959 was $936,336. This included non-recurring gains of $228,786. In 1958 net income was $588,737. The consolidated balance sheet showed the company with total assets of $10,540,046. First annual stockholders meeting since Wometco became public owned will be held at the company's Miami, Fla., office April 11. Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C.; and 47.5% of WFGA-TV Jacksonville, Fla. It owns a chain of movie houses in Miami, West Palm Beach and Tampa and also operates a soft drink, food and cigarette vending machine service in south Florida and in Jacksonville. Wometco recently expanded its vending operations to the Bahamas.

Nashville radio-tv cover prison revolt

Nashville broadcast stations covered their most important news event in a long time when two convicts in the state penitentiary held 18 hostages more than 24 hours. Live and film on-the-scene coverage were featured.

WSM-TV reported it had two live cameras stationed in the prison, working from a remote truck with microwave. Coverage was fed to NBC-TV news via video tape. One camera was stationed in the prison lobby, the other in a third-floor window overlooking the courtyard.

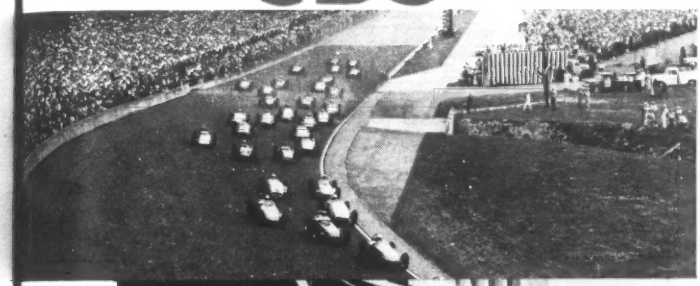
Prison officials used WSM-TV's continuous coverage to get a clear idea of developments, according to the station. Jud Collins, newsman, and Ralph Christian, announcer, headed the station staff. When the siege ended they interviewed hostages and other principals.

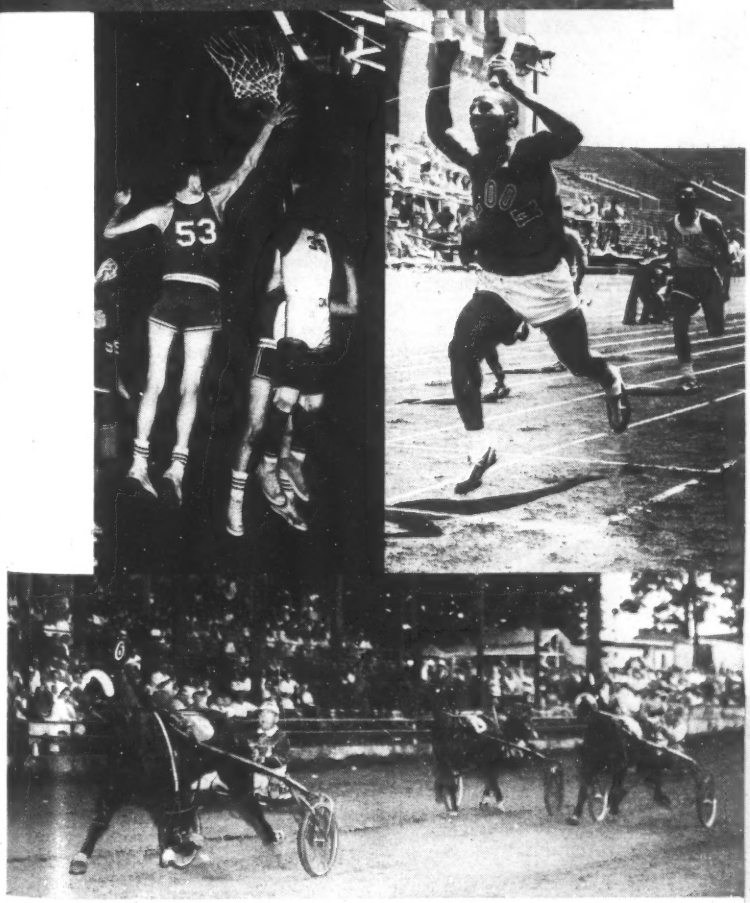
WLAC-TV also reported round-the-clock coverage, feeding CBS-TV, Movietone News and other tv stations in the region as well as radio stations. It used 3,600 feet of film for 25 separate newscasts and a half-hour documentary.

WSIX-AM-TV handled film and beep reports from the prison. WSIX reported a radio newsman was in the first squad car to reach the scene, getting a quick telephone report. A feed was given ABC Radio at 3:55 p.m. Two reporters were stationed at the prison and feeds were given 40 U.S. stations and Canadian outlets.

WDRC Hartford, Conn., received wide publicity after Bud Steele, staff

CIA CBS *Scores with and* SCHOENDIENST





Sports fans in the Central Illinois Area watch WCIA for complete sports coverage from the CBS Television Network and the WCIA sports department directed by Tom Schoendienst.*

In addition to national and international sports coverage from CBS, WCIA airs 12 sportscasts weekly plus:

SPECIAL COVERAGE OF:

AREA HIGH SCHOOL ACTION
ILLINI FOOTBALL HIGHLIGHTS
UNIVERSITY OF ILLINOIS BASKETBALL
BIG 10 TRACK
THE HAMBLETONIAN
INDIANAPOLIS "500"

George P. Hollingberry—Rep.

wcia 3
CHANNEL
CHAMPAIGN

*Relative of another Sports Enthusiast

newsman, placed a phone call to Robert Rivera, one of the two convicts involved. WDRC fed a taped account of the telephone call to numerous stations.

At climax ■ Surrounded by gun-toting police, WSM-TV's Ralph Christian (with earphones) alerts the tv audience as the first group of hostages leave the building across the prison court.

SRA asks conference on station breaks

Turned down by the networks, Station Representatives Assn. is going direct to stations with its plea for a conference on product protection, spot announcement lengths and other trade practices in network and national spot television.

Letters were sent late last week by Lawrence Webb, SRA managing director, expressing hope that "stations can discuss these matters among themselves with the thought that a committee can be appointed to represent the stations on trade practices. We hold on our invitation to the networks to participate in these discussions."

SRA originally had proposed that networks, affiliates and station representatives meet to discuss the possibility of lengthening station breaks, so that stations would have more desirable time to sell on a spot basis; to establish standards on product protection in spot announcements and network commercials, and to consider any other mutual problems that might be brought up (BROADCASTING, March 14). The networks declined, primarily on the ground that these are matters better handled by each network in discussions with its own affiliates (CLOSED CIRCUIT, March 28).

Works Both Ways ■ Mr. Webb's letter to stations emphasized that SRA was not taking a "one-sided approach," but recognized that there are national spot as well as network practices that hurt the television medium. (Example: "clipping of network programs to obtain additional time for spot announcements is an undesirable practice . . . unfair to the network advertisers.")

The letter continues: "The area of product protection is another subject which should be given prompt and proper attention. We all recognized that there is a question regarding whether competitive products should be scheduled, for example, on a back-to-back basis. On the other hand, requiring separations of, say, 30 minutes or more between advertisements for competitive products not only deprives stations of much needed revenue, but also takes from them flexibility in their operations and in some instances can even result in serious discrimination against smaller advertisers who find that the need for product protection of the large advertiser leaves little or no space for them."

West Coast merger brings new accounts

Two West Coast station representatives merged and have been appointed representative for a national broadcast service.

MR. TORBET

The new company, Torbet, Allen & Crane Inc., with offices in San Francisco and Los Angeles, will be associated with Venard, Rintoul & McConnell Inc. and will take over representation contracts of stations previously served by the Robert Allen Co. and the Duncan Scott radio and television division.

According to Alan Torbet, president and Robert Allen and Frank Crane, vice presidents, they will serve VR&M clients in 13 western states while the eastern and midwestern VR&M offices will represent the new firm's major stations in their areas.

Offices for Torbet, Allen & Crane are located at 249 Pine St., San Francisco, and 1213 N. Highland Ave., Hollywood.

Choice insurance

Tom Chauncey, president and general manager of KOOL-AM-TV Phoenix, has announced that hereafter those stations will not accept commercial orders for programs intended for identical simultaneous broadcast on two or more local radio or tv stations. Mr. Chauncey has explained that he is instituting this policy because he feels the public should have a choice of programs.

Changing hands

ANNOUNCED ■ *The following sale of station interests was announced last week, subject to FCC approval.*

■ WHCT (TV) Hartford, Conn.: Sold by Edward D. Taddei and associates to RKO General for $900,000—$190,000 cash and remainder in notes and assumption of obligations (see pay tv story, page 35).

■ WARK-AM-FM Hagerstown, Md.: Sold by United Broadcasting Co. (Richard Eaton) to Henry Rau and associates for $200,000 plus agreement not to compete in area. Mr. Rau and his group own WOL-AM-FM Washington, D.C.; WNAV-AM-FM Annapolis, Md., and WDOV-AM-FM Dover, Del. The Eaton stations include WOOK and WFAN (FM) Washington, D.C.; WSID Baltimore, and WINX-AM-FM Rockville, Md.; WJMO-AM-FM Cleveland, Ohio; WANT Richmond, Va. and WMUR-TV Manchester, N.H. Mr. Eaton also recently bought WBNX New York and sold WYOU Norfolk, Va. Both are still pending FCC approval. WARK is 250 w on 1490 kc and is affiliated with CBS. WARK-FM is 2.2 kw on 106.9 mc.

■ WAPL Appleton, Wis.: Sold by WAPL Radio Inc. (Cornelia Forster, president) to John J. Dixon of Rockford, Ill., for $163,000. Mr. Dixon has an interest in WLBK DeKalb, Ill. WAPL is 1 kw daytimer on 1570 kc. Broker was Blackburn & Co.

■ WAXX Chippewa Falls, Wis.: Sold by Steve Bellinger, Keith Coleman, Joseph Townsend and Morris Kemper to Jack Holden and son, Don Holden, for $106,000, with $30,000 down. Jack Holden was for 25 years an announcer on WLS Chicago. Don Holden worked as announcer in Rockford-Rock Island, Ill., area stations and presently is in advertising department of Sloan Valve Co. Sellers continue to own WRAM Monmouth, WIZZ Streator and WVMC Mt. Carmel, all Illinois. WAXX is 5 kw daytimer on 1150 kc. Broker was Hamilton-Landis & Assoc.

■ KUKO Post, Tex.: Sold by R.B. McAlister and Grady Franklin Maples to Galen O. Gilbert for $50,000. Mr. Gilbert owns KTLQ Tahlequah, Okla. McAlister and Maples continue to own KBYG Big Spring and KUCO Littlefield, both Texas, and KBNZ La Junta, Colo. KUKO is 500 w daytimer on 1370 kc. Transaction was handled by

©1960 Goodfor

© 1960 Goodford

THE NUTTY SQUIRRELS

• Hey man, what's happening?

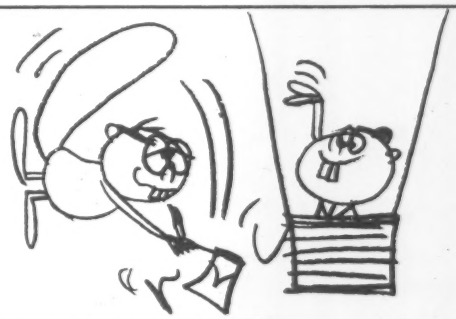
• Are you kidding? The Nutty Squirrels! They're too much.

• You mean the ones with that hit record, "Uh-Oh"?
• Yeah. Sold over a million copies. And now they're on TV.

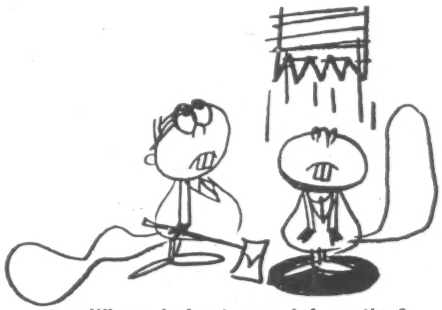
• The records?
• No man, the squirrels. Didn't you get the nuts?

• Yeah, in the mail. What about it?
• Some nut at Flamingo decided it pays to advertise.

• He should have sent film, not nuts.
• Sure — and he should have said there are 150 great six-minute cartoons in color and black-and-white!



• Produced by Transfilm-Wylde?
• Right! And there's a crazy merchandising plan to go with them.



• Where do I get more information?
• Just call the cats at Flamingo.

• Cats? Flamingos? Squirrels?

• Oh man, get out of the business . . .

221 WEST 57 STREET, N. Y. 19, JU 6-7040

Hamilton-Landis & Assoc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 144).*

■ KXYZ Houston, Tex.: Sold by a group headed by Milton R. Underwood to KXYZ Inc. for $750,000. Purchaser is NAFI Corp., which owns KPTV (TV) Portland, Ore., and KCOP (TV) Los Angeles. Among NAFI stockholders is Bing Crosby and Kenyon Brown.

■ WKAZ-AM-FM Charleston, W.Va.: Sold by Kanawha Valley Broadcasting Co. to Hartley L. Samuels for $360,000. Mr. Samuels, former NBC and CBS executive and one-time general manager of WABC New York, owns WDLB Marshfield and WWIS Black River, both Wisconsin.

■ KRAM Las Vegas, Nev.: Sold by KRAM Inc. (A.R. Ellman and Anthony C. Morici) to SUNA Broadcasting Corp. for $310,083. Purchasers are Leonard Blair, Ovsay Lipetz, 25% each, and others. Mr. Blair is a tv-film producer and director.

■ WYFE New Orleans, La.: Sold by Connie B. Gay to William F. Johns interests for $300,000 ($50,000 in cash). Johns' group owns WMIN St. Paul, Minn.; WLOD Pompano Beach, Fla.; KRIB Mason City, Iowa, and is buying WILD Boston, Mass.

■ KUDY Littleton, Colo.: Sold by Skyline Broadcasting Inc., a group headed by Dean D. Jarvis, to MOR Broadcasting Co. Financial consideration consists of $240,000 in rental of facilities for 20 years with an option to purchase at $75,000 after 19 years. Robert B. Martin, president of MOR, is free-lance employe of several Denver stations.

■ KXLR North Little Rock, Ark.: Sold by J.M. Sanders and associates to Devane Clarke, Charles Rutherford and James K. Dodson, all Dallas, Tex., businessmen, for $215,000, with $40,000 payable in cash and remainder payable over 10 years.

■ KRRV Sherman, Tex.: Sold by Red River Valley Broadcasting Corp., a T.B. Lanford station, to a group headed by A. Boyd Kelley for $185,000. Mr. Kelley has a majority interest in KTRN Wichita Falls and is owner of KDWT Stamford, both Texas.

■ KWG Stockton, Calif.: Sold by Hale Bondurant to Carl Haymond for $140,143. Mr. Haymond owns KIT Yakima, Wash.

■ WABW Annapolis, Md.: Sold by WASL Broadcasting Co., group headed by Morris Silberman, to ABW Broadcasters Inc. for $116,000. Purchasers are John Norris, Samuel Youse and Lester Greenewalt, 33⅓% each, who have minority interests in WGSA Ephrata, Pa.

TV HOMES CLASSED BY INCOME

Report says middle-income homes provide biggest percent of tv viewing in U. S.

If a weight factor on the most viewing was to be given to one segment of U.S. homes according to income grouping, where would it fall?

Television Bureau of Advertising answered this question last week: the "important middle-income home." TvB wanted to know the composition of the tv audience according to family income. So, A.C. Nielsen made a special tv study. It shows that better educated, higher income homes with large families and young heads of household are responsible for above-average tv viewing.

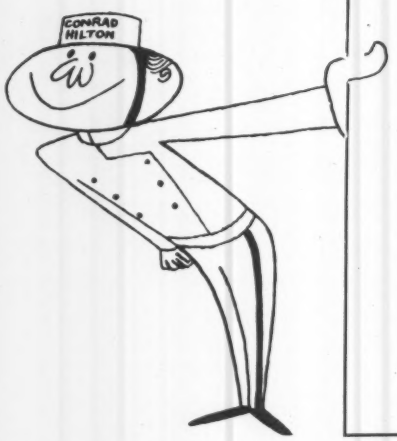
The study found the middle-income group ($5,000-$7,999 income), which makes up 37% of U.S. homes, provides 40% of the viewing, "accounting for 10% more than its proportionate share of total viewing."

In 36% of U.S. homes there is at least one person with a four-year high school education—38% of tv viewing comes from these homes. This group accounts for 4% more than its proportionate share of viewing.

In 23% of U.S. homes, the families are large (five or more in the family unit), from which 30% of tv viewing comes (or 30% more viewing than this group's proportionate share).

The upper income homes ($8,000 and over), which take up 19% of the total in the U.S., provide the same percentage in viewing thus accounting for their proportionate share. But 44% of U.S. homes in the low-income or under $5,000 figure accounts for 8% less proportionately (44% of U.S. homes but 41% of tv viewing).

The Educated View ■ In the composition of education, it would appear the higher the level of education the more the viewing as a group. In 31% of U.S. homes there is at least one person with one or more years of



An invitation to visit us

during the NAB

convention Chicago

Conrad Hilton Hotel

Suite 1323

April 3-7, 1960

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

WAVE-TV Gives You 28.8% MORE HEADACHES!

(headaches your products can soothe, that is!)

In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

college. As a group this segment accounts for 32% of tv viewing or 5% more than its proportionate share. On the other hand, in the 33% of homes where most adults have less than a high-school education, the group accounts for 30% of tv viewing or 9% less than its proportionate share.

As has been expected, homes with heads of household under 40 (the "young homes") are responsible for heavy viewing. The breakdown in this category: 34% of homes have heads of household under 40. the group is responsible for 40% of tv viewing or 18% more than its proportionate share.

On family size, 40% of tv viewing comes from 37% of U.S. homes which have three to four members, the report noted.

For the birds

The advent of Spring is a happy time for everyone, including broadcasters and birds. This latter combination became fine friends during the final blizzards experienced across the country.

With the blue grass covered by 14 inches of white snow, WHOP Hopkinsville, Ky., urged listeners to feed the starving birds in the area. A seed company cooperated with the station and distributed over 5,000 pounds of feed, gratis, to watchful bird-lovers.

In Anderson, S.C., another seed company became distressed over the plight of our feathered friends and placed spot announcements on WANS Anderson offering wild bird seed for sale. It was estimated that nearly 50,000 birds were fed as a result of the four-hour campaign.

Not all of the bird watching took place in the South, however. Starving pheasants in icy South Dakota were saved during the big snow by KELO-TV Sioux Falls. The station filmed the plight of the game birds, aired a plea and started the kitty with its own $500 contribution. Money poured in overnight to buy 10,000 bushels of grain which were "bombed" to the birds by Civil Air Patrol planes.

TRIANGLE'S PREVIEW PLANS

Clipp backs up words with action: names E.H. Sheaffer continuity acceptance chief

The Triangle Stations group will set up its own continuity acceptance department April 18, according to Roger W. Clipp, vice president. Edward H. Sheaffer, former CBS radio-tv editing and acceptance director in Chicago, has been named to head the operation.

Triangle is spearheading the move to set up a preview plan for NAB tv code enforcement, with Mr. Clipp advocating the idea to meet widespread criticism of tv commercials and programs (BROADCASTING, Nov. 30, 1959 et seq). Mr. Clipp is a former chairman of the NAB Tv Code Review Board.

In announcing Mr. Sheaffer's appointment, Mr. Clipp said, "There is wide industry support for the previewing plan and I believe inevitably it will be adopted. Meanwhile, however, in the absence of a nationwide industry previewing program, we at Triangle have decided to establish our own independent department to examine program and commercial content prior to acceptance."

Guides to measurement of commercial copy will be the NAB Standards of Good Practice for Radio Broadcasters, the NAB Tv Code and Triangle's own policy book, according to Mr. Clipp. "This is consistent with the Triangle policies followed in the past several years but we believe that centralization will assure consistency of action among the company's properties," he said.

"The continuity acceptance department will be autonomous, reporting only to top management. Thus we are taking this vital responsibility out of the hands of our program executives and our individual station managers. We are doing so because we believe that this is the only way, short of a nationwide uniform system of previewing, that adequate force and effect can be given to our voluntary industry codes and standards.

"Broadcasting, particularly television broadcasting, has become such a complex pursuit that our program personnel do not have time to combine the demanding tasks of administration with the all-important function of intensive pre-examination of our total program and commercial product. Meanwhile, Triangle stations will continue to endorse actively the approval of some practical industrywide plan of previewing."

The Clipp preview plan calls for superimposing of a code seal of approval on broadcast tv commercials and programs. Mr. Clipp figures this is necessary to ward off additional government regulation.

Mr. Sheaffer will work directly with Triangle's six tv stations and five radio stations. In eight years at CBS he formed the network's central division continuity acceptance office.

ABC FINANCES

Income and earnings reach record high

Income and earnings of the ABC Broadcasting Division of American Broadcasting-Paramount Theatres Inc. reached record highs last year.

In his annual report to stockholders last week, AB-PT President Leonard H. Goldenson announced a record $172,469,000 income compared to $136,967,000 in 1958. The broadcasting division includes ABC-TV and ABC Radio and their owned television and radio stations.

AB-PT's net earnings in 1959 totaled $7,967,000 or $1.87 a share, the highest since 1955 and 49% above the 1958 total of $5,344,000 (or $1.21 a share). Including net capital gains, AB-PT's consolidated earnings hit $1.92 a share compared with 1958's $1.40 a share. Its gross income of $287,957,000 was 18% above 1958. Mr. Goldenson also noted higher earnings for the theatre division and a "best year" for Am-Par records.

Mr. Goldenson claimed for ABC-TV the largest dollar and percentage increase of all networks in gross time sales, and achievement of second position before the end of 1959 in the share of total national tv audience in the prime evening period. He said owned stations also showed higher sales and earnings with ABC Radio improving its operation compared to 1958, though continuing to operate at a loss.

Theatre income was $91,139,000 in 1959 compared to $94,280,000 in 1958, a total that Mr. Goldenson considered favorable in view of one less week's business in the 1959 fiscal year (ended Jan. 2, 1960) and fewer theatres operated (from 512 in 1958 to 498 in 1959). Miscellaneous income (including income of record and publishing companies acquired last year — Am Par acquired Grand Award Records, AB-PT acquired the Prairie Farmer Publishing Co. as well as WLS Chicago) rose from $13,574,000 in 1958 to $24,349,000 in 1959.

International Tv ■ Mr. Goldenson reviewed the formation of ABC's international division that took part in organizing and holds majority interest in a tv network in Central America. (AB-PT expects to acquire minority interests in tv stations in the network and holds minority stock equity in a tv station in Australia and another to be operated in Costa Rica.)

Improvement in income and earnings

BLURRED

OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising!

THE CBS OWNED RADIO STATIONS C-O

REPRESENTED BY CBS RADIO SPOT SALES

WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles; WEEI, Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis

of electronic companies in which AB-PT has stock interests and gains in income and attendance for 35% owned Disneyland Park were reported. AB-PT's working capital in one year went up from more than $49.6 million to over $52 million.

The company officially assumed $10 million under its 1956 loan agreement. About 250,000 shares of preferred stock were purchased and retired during the year and common stock equity rose to over $82.6 million ($19.91 a share) compared to $78.7 million ($18.97 a share) in 1958.

SARNOFF ON PROGRAMMING

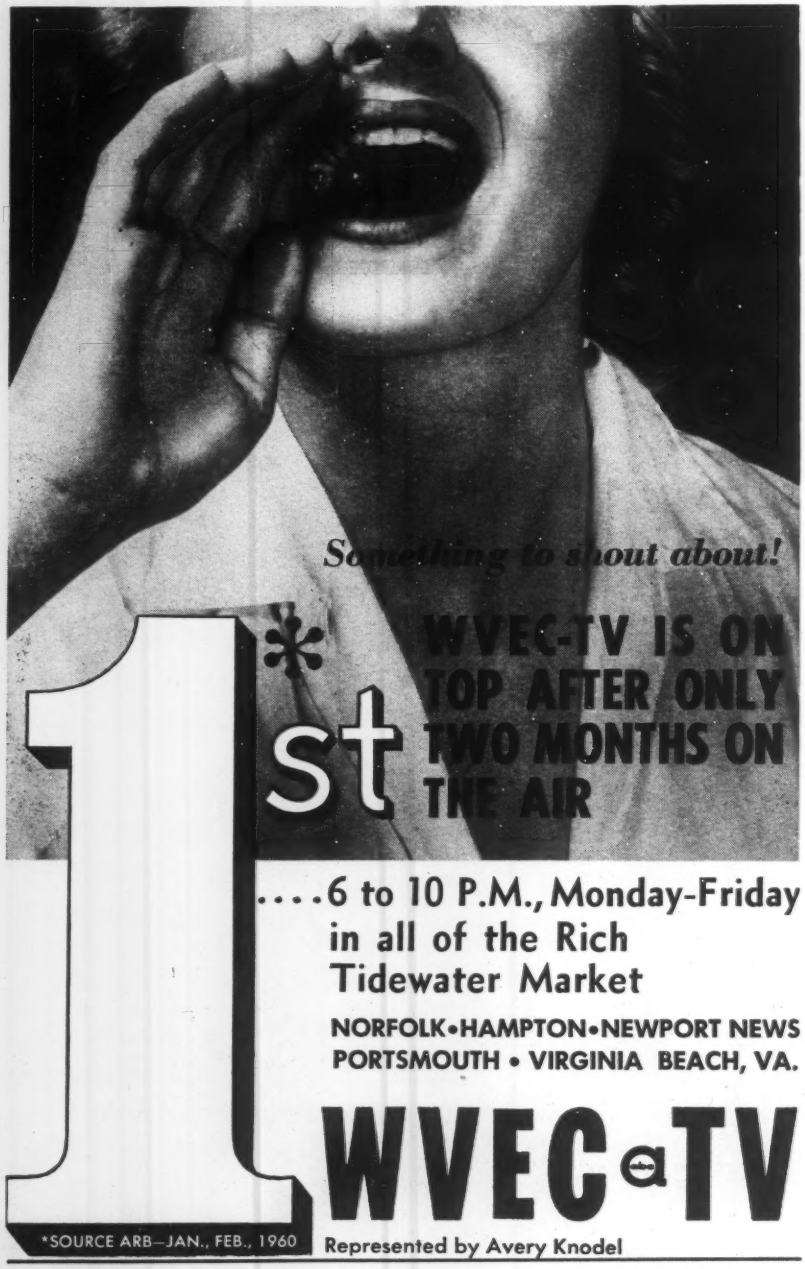
Government should play reasonable part

Chairman Robert Sarnoff of NBC took his stand for a "standard of reasonableness" in government consideration of programming to the nation's radio-tv editors in another of his letters last week. Main point: to defend and renew his advocacy of a position between those who want strong FCC program regulation and those who insist on no FCC intervention at all.

Mr. Sarnoff said those who advocate strong control are proceeding on two "irresponsible notions," first that the public is incapable of judging what it should see, and second that freedom of expression does not apply to broadcasting. In an obvious reference to print media critics, he remarked that "Television by government prescription would be a dangerous setback to the freedom they espouse and enjoy."

Those broadcasters and others who say the FCC should keep hands off are "well-intentioned but unrealistic," Mr. Sarnoff said, adding that their view is so rigid and over-simplified that they may be playing into the hands of those who want stern government control.

The "standard of reasonableness" should be applied in this manner, according to Mr. Sarnoff: A prospective broadcaster should himself determine what program standards are best suited to a particular locality, and the FCC should accept them unless they are clearly unreasonable. Similarly, at license renewal time, the broadcaster should report his program performance (in narrative rather than statistical fashion), explaining any deviations from the original plan. The FCC should act upon any "flagrant and unexplained departure" from that plan if it felt such action was indicated. Mr. Sarnoff noted, however, that the FCC should consider a broadcaster's attracting and holding an audience as proof of satisfying public demand.


Something to shout about!
1st*
WVEC-TV IS ON TOP AFTER ONLY TWO MONTHS ON THE AIR
....6 to 10 P.M., Monday-Friday in all of the Rich Tidewater Market
NORFOLK•HAMPTON•NEWPORT NEWS
PORTSMOUTH • VIRGINIA BEACH, VA.
WVEC-TV
*SOURCE ARB—JAN., FEB., 1960
Represented by Avery Knodel

Omaha stations take problems to people

Frank P. Fogarty, vice president and general manager, WOW-AM-TV Omaha, last week aired commentaries on current broadcast problems in simulcasts in prime time. His first commentary was on March 29, 6:30-7 p.m.; the second on March 30, 10:30-11 p.m., during which he was joined by the stations' Fred Ebner, sales manager and Bill McBridge, program director.

Mr. Fogarty traced the problems from their beginnings and then explained subsequent events, recommending that listeners ask themselves "whether in fact [various remedies proposed] are beginning of censorship, thought control and a dictatorship. Ask yourself too whether the problem of the occasional disc jockey who takes payola or even the horrible hoax of the rigged quizzes are to be compared with the dangers of government control of

A SALE OF TWO CITIES

WSPA-TV sells the Spartanburg-Greenville SUPERMARKET! From its central tower location on Paris Mt.* near Greenville, WSPA-TV blankets the rich industrial areas in and around these twin cities. Over a quarter of a million TV homes in this area are directly influenced by WSPA-TV . . . it is an important part of their daily lives.

This section of the thickly populated Southern Piedmont is nationally recognized as the Big Market of today, and the Giant Market of tomorrow . . . WSPA-TV programming is tailored to serve and sell the Progressive Piedmont.

SEAL OF GOOD PRACTICE

WSPA-TV CHANNEL 7

CBS

SPARTANBURG, S. C.

Saturating the Greenville-Spartanburg SUPERMARKET

Represented Nationally by: GEORGE P. HOLLINGBERY CO.

* WSPA-TV Paris Mt. antenna, 2209 ft. above sea level—1185 ft. above avg. terrain

broadcasting." In the second broadcast, listeners were told of existing regulations (governmental and voluntary, such as NAB's Code and the station's ad acceptance policies).

The project grew out of a management meeting of the Meredith station group in Phoenix earlier this year. Mr. Fogarty also has been speaking before luncheon groups and civic organizations. In addition to inviting listeners and viewer letters for reading on the air, the stations are sending scripts of the commentaries to civic leaders asking for comments which will be taped and used in later tv programming.

SET RADIO FREE EUROPE DRIVE

Heads of tv networks lead campaign to raise $10 million for 'truth shows'

Plans for an unprecedented tv-radio campaign to raise $10 million for Radio Free Europe were unveiled last Tuesday (March 29) in a closed-circuit telecast which in one way has few precedents.

The heads of all three nation-wide tv networks made one of their rare appearances together as members of a panel appearing on the special videotaped program to urge industry-wide cooperation in the drive. RFE, which counters Russian propaganda with some 3,000 hours of factual and entertainment programming beamed weekly to Europe's Iron Curtain countries, will mark its 10th anniversary July 4.

The program was piped into both network-affiliated and independent stations throughout the U.S. In many communities a single broadcaster played host to his competitors—including their deejays and other talent—so they might all see and hear the appeal together. Donald H. McGannon, president of Westinghouse Broadcasting, presided over the program as chairman of the Broadcasters for Radio Free Europe Committee.

Two-Week Drive ■ The on-air campaign—first time that broadcasters are carrying the ball in an individual support of the overall drive for RFE—is slated April 24 through May 8. It will include special tv and radio programs, saturation use of spot announcements, appearances and statements by leaders in broadcasting, business, government, education and the arts, stars of television and radio, motion pictures, the theatre, etc. A special kit with both on-air and background materials is slated to go to all stations within a few weeks.

Industry-wide support of the campaign was described as vital to the privately owned RFE and its role as the free world's link with the Iron Curtain peoples—and as capable of contributing materially to the success of this summer's summit conferences. If the campaign succeeds in enlisting the support of great numbers of Americans—one subsidiary objective is five million $1 contributions—then this country's leaders will have the obvious psychological advantage of widespread public support of free world policies, it was pointed out.

Participants ■ CBS Inc. President Frank Stanton, NBC Chairman Robert W. Sarnoff and ABC President Leonard Goldenson made special appeals on the closed-circuit program, along with Mr. McGannon and W. B. Murphy, president of Campbell Soup and chairman of Crusade for Freedom, the fund-raising arm of RFE; Joseph Kovago, former Mayor of Budapest, and three representatives of the tv-radio talent field: Arlene Francis, newsman Howard K. Smith and deejay Martin Block.

Richard Moore of KTTV (TV) Los Angeles and Gordon McLendon of the McLendon Stations also appeared on the telecast. They are members of the Broadcasters Committee for RFE, alongwith Mr. McGannon, the three network heads and W. D. Rogers of KDUB-TV Lubbock, Tex., vice chairman of the committee; Robert Hurleigh, president of Mutual; J. Leonard Reinsch of the Cox Stations and H. Preston Peters of Peters, Griffin, Woodward. Ted Bates agency is preparing special material for the campaign.

A TOP ECHELON IN A UNITED STAND

Panelists McGannon, Kovago, McLendon, Goldenson, Sarnoff, Stanton, Moore

Goodwill sales up 21%

Total 1959 sales of WJR The Goodwill Station Inc., operating WJR Detroit and WJRT (TV) Flint, Mich., were $3,966,000, 21% above the 1958 figure of $3,275,000, according to the annual report to stockholders.

Profits were down 9% from 43 to 40 cents per share in the same period, ascribed to initial operating losses in tv and lower revenues in radio for the first quarter of 1959.

WJR dropped CBS Radio service in May 1959, with revenues at a low point during the first five months of the year. With independent operation and adoption of a "Something for Everyone" policy, revenues began to increase steadily. (WJR's conversion to non-network operation was analyzed in a depth study in the Oct. 12, 1959 BROADCASTING.)

■ Rep Appointments

■ KUTI Yakima, Wash.: Weed Radio Corp. as national representative.

■ WSOL Tampa, Fla.: National Time Sales as national representative.

■ WOKS Columbus, Ga.: Bernard I. Ochs Co. as southeastern representative.

■ KORK Las Vegas, Nev.: B-N-B Time Sales as west coast representative.

■ KWTX-AM-TV Waco, KBTX-TV Bryan-College Station, KNAL Victoria, all Texas, and KXII (TV) Ardmore, Okla.: Venard, Rintoul & McConnell Inc., N.Y.

■ WFBM-FM Indianapolis: Walker-Rawalt Co., N.Y.

Day in, day out . . . year after year, the Triangle Stations have compiled a record of continuous service to the community unmatched by any other broadcaster in America.

- ▲ "Studio Schoolhouse"—America's oldest program of in-school instruction by a commercial station . . . continuously broadcast on WFIL, Philadelphia, since 1943 and on WFIL-TV since 1948.
- ▲ "University of the Air"—America's oldest and largest continuously run adult education program in commercial television . . . now in its 10th year on the Triangle Stations.

During 1959, Triangle Stations contributed $4,931,000* in time for public service announcements and programs, and more than $36[illegible],000 out-of-pocket expenditures for public service.

*One-time national rate

COMMUNITY LEADERS SINCE 1922

TRIANGLE STATIONS

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
Regional Offices: 3440 Wilshire Blvd., Los Angeles 5 / 6404 Sharon Rd., Baltimore 12

RATINGS NEXT ON OREN'S LIST . . .

Oversight committee engages statisticians to probe services

Rep. Oren Harris (D-Ark.) revealed last week that he has his finger deep in a new pie: the broadcast rating services.

He announced last Monday his House Legislative Oversight Subcommittee has engaged and will pay a trio of statisticians appointed by the American Statistical Assn. to carry out an "independent study" that would examine and evaluate the validity of the statistical methods used by the biggest rating services (see separate story).

Although Rep. Harris would not amplify beyond the written announcement on details of his investigative plans, his reasons for looking into ratings were patent: testimony on the tv quiz scandals last fall tended to indicate some shows were rigged to make them more exciting and glamorous and thus boost ratings. Rep. Harris has criticized this situation several times since and promised to look into it, as well as methods of rating "top 40" record lists.

The Arkansan—who last year beat the Senate Commerce Committee to the draw in grabbing material developed by the New York district attorney and in a grand jury report and using it as the base for his tv quiz rigging hearings—repeated his performance last week in moving into broadcast ratings.

One Day Preview ■ The Senate group held a one-day hearing on ratings in 1958 (BROADCASTING, June 30, 1958) and promised more, but never got around to them during the first session of the 86th Congress last year. Senate committee criticism of television ratings —as voiced by member A.S. Mike Monroney (D-Okla.)—has been based largely on the quality of programming itself rather than on-air deception tied to ratings by the House Oversight group. Sen. Monroney has continued periodic attacks on ratings since the 1958 hearing and has said he'll push for more rating hearings this year. The Senate committee staff still is doing its homework on ratings.

But the House Oversight group, whose spokesmen at times have said they didn't intend to duplicate anything to be covered by the Senate, apparently has decided to wait no longer if it ever planned to wait at all. The proposed House Oversight study "is not inconsistent with what we're doing," Nick Zapple, professional communications counsel for the Senate committee, said last week, but it was obvious Rep. Harris planned to go straight to the heart of the ratings matter: whether the methods used by the various services in rating viewing and listenership are valid, if so to what extent, and their limitations, if any.

In his announcement of the study last week, Rep. Harris released a letter he wrote to ASA March 11 confirming a request to the statistical group by Oversight staffers for a study and ASA's decision to name the three-man group to conduct it and present findings, independently of "prior review" by the Oversight group or ASA.

Reasons Given ■ Rep. Harris in his letter said the Oversight Subcommittee had been considering "statutes and regulations, or absence of them," applicable to the character of tv and radio programs and that "it appears from testimony" that selection of programs for broadcast depend on public acceptance or preference as indicated by ratings.

"As it is clear that the determination of any such ratings must be derived from statistical procedures involving sample surveys, our committee has requested you to arrange for an examination and evaluation of the statistical methods used by the principal rating services," Rep. Harris wrote.

He expressed pleasure at ASA's cooperation in naming a group to assist in "such a technical field, especially as I appreciate that is no small task."

He said that while it is clear the study will be completely independent, he hopes it can be completed within a "reasonable time," but added the subcommittee doesn't want to stress the time element at the expense of the "thoroughness" of the study. He said one rating service already has written to volunteer its full cooperation in a comprehensive and candid study of its own methods and said he felt sure others would be equally cooperative.

He added that the subcommittee was establishing beforehand the approximate amount of "expense" it would pay the group from committee funds. ASA President Morris H. Hansen, in an acknowledgment March 16, said ASA would select a committee "deemed to be highly competent professionally" and the latter thenceforth would proceed under its own professional responsibility.

Robert W. Lishman, Oversight chief counsel, said the study is being done on a cost basis and the amount the subcommittee spends will not be known until the study group presents its bills. He would not comment on when the subcommittee expects its first report or when the entire study will be completed.

. . . BUT 'FRESH MINDS' TO PREVAIL

A three-man committee of statistical scientists that will carry out a study of tv and radio ratings for the House Legislative Oversight Subcommittee is going into the task with "fresh minds," with "considerable training" in survey making and statistics and with no past commitments or predispositions, its chairman said last week.

Dr. William G. Madow, appointed by the American Statistical Assn. to head ASA's new Technical Committee on Broadcast Ratings, said the study will get underway in two weeks, beginning with tv ratings. But the group will be "lucky" if it gets out even a progress report before eight months to a year, he said.

Dr. Madow is a staff scientist in the mathematical statistics department of Stanford Research Institute, Menlo Park, Calif. The other members are Dr. Raymond J. Jessen, General Analysis Corp., Los Angeles, and Dr. Herbert Hyman, acting head of the sociology department at Columbia U., New York.

The TCBR chairman said his group would start with television ratings, according to tentative plans, but its full assignment also includes radio. He said he couldn't reveal whether the trio will examine and evaluate the methods used in compiling "top 40" record lists.

Comparisons 'Premature' ■ He said it would be "premature" to say whether broadcast rating methods will be compared to such circulation counts in other media as that furnished by Audit Bureau of Circulations in the newspaper and magazine fields.

Commenting on whether one rating service will be compared with another, he said: "I doubt if we'll say so and so is better than so and so." As to whether their methods of gathering information,

sizes of samples and methods of analyzing them will be compared, he said: "We may and we may not. Our business is to bring out ways to help the client (user)."

The group, he said, will be more concerned about the good ways to use a rating service than the poor ways. Each service has some desirable and some dangerous uses, he said, and "we'll relate what (the ratings) do to their use."

He said the three spent Monday afternoon (the day they were appointed) in Washington planning initial procedure, but he couldn't reveal just how they plan to carry out the study. The ratings field, he said, has "too much importance to too many people" and statements he makes now may be "invalid" later.

The study will begin with letters to the major ratings services and to users of the ratings. Later the three will talk in person to executives of the ratings services and their clients. Each of the three plans to add staff people in two to three months to help carry out the study. And each will work on a part-time basis from his present job and will not consult with members of the House Oversight Subcommittee. Each will receive "a certain sum" from the House group through ASA, but ASA says the amounts have not been set.

No 'Interim' Report ■ There will be no interim reports until the full study is complete, though "progress" reports might be made, he said. All reports will be made directly to ASA, which will relay them to the House subcommittee. He thought he and his colleagues would be "real lucky" if they get out any kind of report before eight months or a year.

He said he feels sure his group will get all the cooperation it asks for from those who will be contacted during the study. The statistics committee, he said, is concerned not only with how precise are the methods used by the ratings services, but how ratings are used. "A tool doesn't need to be any sharper than the use to which it is put," he said. He hopes, he said, that there will be no need for a subcommittee subpoena.

Dr. Madow is 49, married and lives in Palo Alto. He attended public schools in Brooklyn and later Columbia U., receiving his B.A. in 1932, M.A. in 1933 and Ph.D. in 1938. He is an associate in several statistical subjects, including survey making, but has had no connection with ratings services. He is one of three authors of a two-volume book, *Sample Survey Methods and Theory*, published in 1953. One of the other authors was ASA President Morris H. Hansen.

Dr. Madow joined SRI in 1957. From 1949-57 he was professor of mathematical statistics and chairman of the statistics research lab at the U. of Illinois and consulted with faculty members making house-to-house, telephone and other surveys. In 1956-57 he was a fellow of the Center for Advanced Studies in the Behavorial Sciences at Stanford, Calif., a Ford Foundation-supported group headed then, as now, by CBS President Frank Stanton.

Teacher, Too ■ In 1948 he was mathematical statistics professor at the U. of North Carolina, teaching research surveys, survey making and other statistical studies; in 1946-47 he was visiting professor of statistics at the U. of Sao Paulo, Sao Paulo, Brazil.

DR. MADOW
Chief 'fresh mind'

From 1939-46 he was with the federal government, with the Census Bureau from 1940-42 and 1944-45 as a survey statistician. He worked on the current population survey for the 1940 census and still is a member of the Census Bureau's panel of statistical consultants. From 1942-43 he was with the Office of Price Administration (OPA), supervising a study of distribution of income among families at one time and acting as advisor in the rationing department at another. He is a fellow and active member of ASA.

Dr. Herbert Hyman is professor of sociology at Columbia U. and also associate director of Columbia's Bureau of Applied Social Research, which has a long history of interest in radio and television research. At Columbia for 10 years, he also has been visiting professor at the U. of Oslo, Norway; U. of Ankara, Turkey, and U. of California at Berkeley. Before that he was engaged in research activities with the Dept. of Agriculture, OWI, and U.S. strategic bombing surveys of Germany and Japan.

He has had no experience as a broadcast ratings researcher—has not been connected with any ratings service—but teaches sample survey methods at Columbia and also is involved in communications research there. For many years he was a research associate with the National Opinion Research Center, which years ago—though he was not with the outfit at the time—did some work for NAB, as he recalls ("The People Look at Radio" and "Radio Listening in America").

With his fellow committeemen based on the West Coast he figures the members "will have to do some traveling" to get their work done. He says they plan a thorough job and, though they don't intend to drag it out, is sure it will take "more than a month or two." The committee will have some staff but as yet he doesn't know who or how many.

Dr. Raymond J. Jessen got his B.S. in economics at the U. of California at Berkeley in 1937 and his Ph.D. in statistics at Iowa State U. in 1943. At Iowa State for about 20 years, he divided his time between teaching, research and outside consulting. He was acting director of the statistical lab at Iowa State from 1947-50 and professor of statistics there from 1949 to 1957.

In 1946 he directed a scientific study of the Greek elections and in 1948 was technical director of a pioneer study of the island of Crete using modern statistical survey techniques to determine the economic, nutritional, agricultural and other characteristics of an underdeveloped country. As consultant to the U.S. Soil Conservation Service and the United Nations Food & Agriculture Organization, he developed basic sampling and field procedures for conducting soil surveys and sampling procedures for censuses in Ecuador and Argentina.

Since 1957 he has been project director of General Analysis Corp. in Los Angeles and he is also a lecturer on business statistics at UCLA. One Los Angeles researcher called him a sampling expert, a fine mathematician and a fine statistician of the highest integrity.

Dr. Jessen himself calls his background primarily technical and admits he has not had much direct contact with advertising research. He has known Dr. Madow for some time but has never worked with him on any project. He also met Dr. Hyman, but doesn't know him as well. None of them has any axe to grind in audience research, he said.

The three had a brief meeting in

Don't bury your head

BUY NEGRO RADIO

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy *his* product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.

Washington and now have a lot of self-educating to do on the general subject of audience measurements, Dr. Jessen said. He says they plan to read the published material in the field; then they'll talk to the people who run the rating services and to the people who use them, primarily in New York at the advertising agency and network level.

Rating firms offer variety of comments

There was a variety of comments from the rating groups about the Harris subcommittee plans.

James W. Seiler, director, American Research Bureau Inc. (ARB): I think it's great . . . splendid. This is the way it ought to be done. Instead of congressmen listening to us and trying to evaluate our services, this study would be made by professional people. We will cooperate to the fullest. We always have to the congressional committees. The more they know about what we are doing the better will be our stature. This is the greatest thing that could happen to us and I'm absolutely delighted.

Pulse withheld comment pending a chance to see and study what Rep. Harris said and plans, but some officials there indicated that this might be one way to restore a saner viewpoint on what has become, with all the hullabaloo about ratings, a pretty hysterical situation.

Ed Hynes, president of Trendex, thought the study was unnecessary: "The people who are buying our service are research men of stature in the industry. I don't think they need the House to tell them whether they are buying good research."

Frank Stisser, President of C.E. Hooper Inc., thought the Harris subcommittee had been pressured "by stations with low ratings," but said the move "might be a very intelligent thing" and that Hooper would cooperate. "All the talk that's gone on about ratings is pretty ridiculous," he said, "but if they want to investigate all of us it's a fine thing."

Joint Front ■ Some of the rating services anticipated the need for a joint front to face criticism of their role in tv, if one is to judge by the movement underway to organize all the services under a common banner. Preliminary plans for such an organization were made in February by representatives of Trendex, The Pulse, Hooper and American Research bureau (CLOSED CIRCUIT, March 14). Significantly, the biggest of them all, A.C. Nielsen Co., declined to participate.

The four organizations which concurred on the need to band together had these objectives in mind:

1. To help educate broadcasters and advertisers in the proper use of audience measurement and to assist in resolving misconceptions about ratings and sampling techniques arising in the press and elsewhere.

2. To consider establishing a voluntary code of practice for the broadcast audience measurement firms.

3. To recommend acceptable uses of audience measurement data in trade advertising.

4. To help represent the broadcast research industry before legislative and other groups.

5. To retain outside sampling and statistical authorities to study present research techniques and recommend possible improvement within each basic method.

Nielsen spokesmen explained that company's absence from the preliminary meetings by saying it felt such an organization unnecessary.

Henry Rahmel, Executive vice president and broadcast division manager, A.C. Nielsen Co., said:

"We have received no word from the Harris committee about this study. However, if there is need for further information on this subject in Washington, this step should prove helpful. I trust that those directly interested will also pay us a visit. A first-hand inspection would, I believe, provide a background of confidence in Nielsen services.

"Last November I sent a wire to Rep. Oren Harris. The telegram contained this invitation:

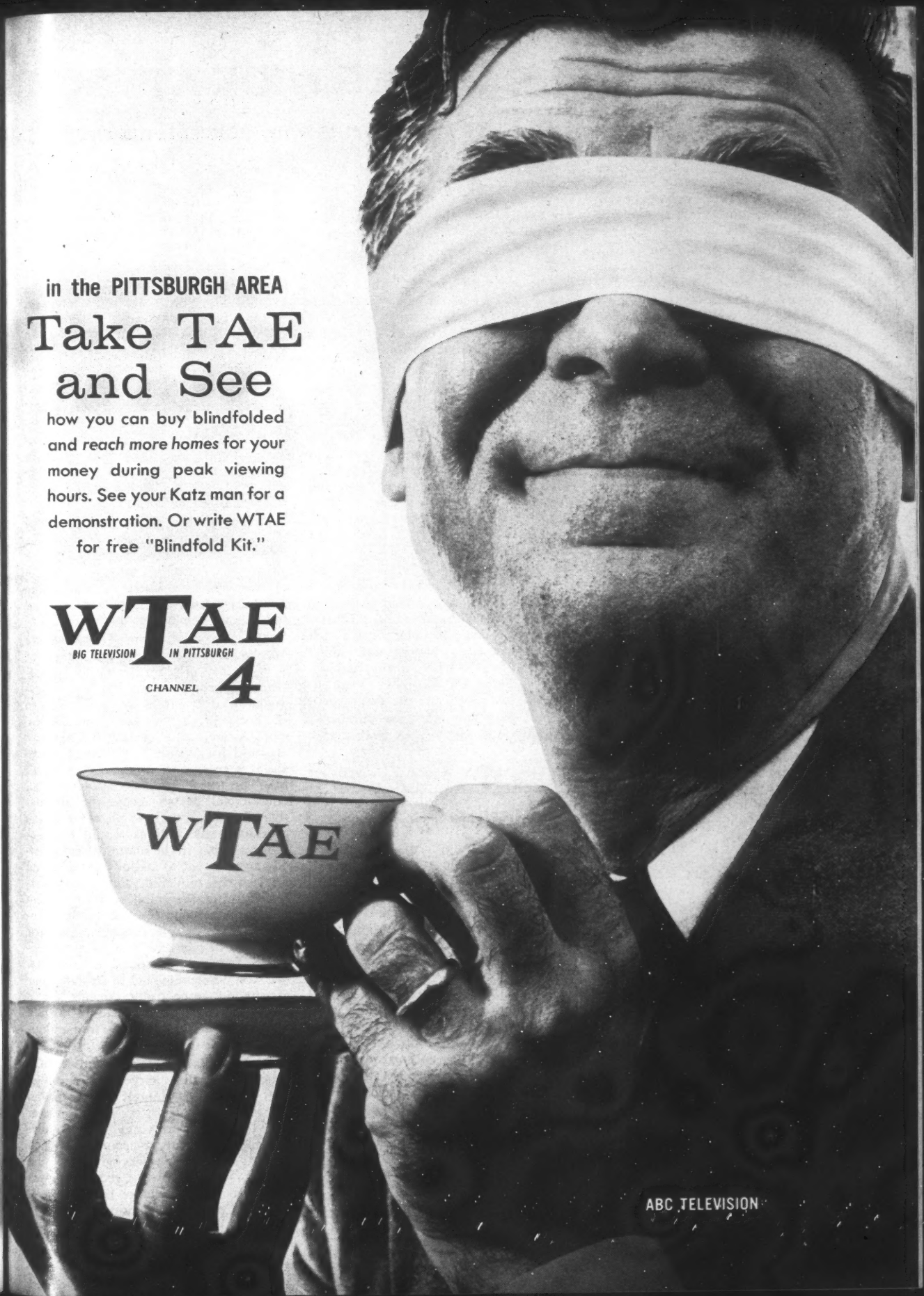
" 'In light of the activities of your committee, we extend a sincere invitation to you and your fellow committee members to visit our Chicago headquarters at an early date. We are prepared to give you all the background regarding Nielsen radio and television services. The door is open and I urge that you obtain the facts first-hand.

" 'Feel free to bring along professional experts in whose judgment you have confidence. This is a complex subject that cannot be fairly judged from afar.' "

"I have communicated again with Rep. Harris to assure him of our cooperation."

Boston ch. 5 to FCC

Oral argument in Boston ch. 5 rehearing is scheduled before FCC *en banc* April 22. Hearing examiner recommended no disqualifications or vacating of grant to *Boston Herald Traveller* (WHDH) last year. Oral argument on controversial Beaumont, Tex., ch. 6 case will be heard by FCC April 29. Contest is between KFDM and KRIC that city, and resulted from court remand last year. KFDM is original grantee.


in the PITTSBURGH AREA
Take TAE and See
how you can buy blindfolded and *reach more homes* for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
ABC TELEVISION

SPONSOR RULE UNDER WIDE ATTACK

Broadcasters lament Sec. 317 interpretation, ask rulemaking

Regardless of its future, a special niche in broadcasting history has been assured for FCC Public Notice (60-239), "Sponsorship Identification of Broadcast Material."

Confusion, indecision and strong negative reactions continued to mount among broadcasters two weeks after the issuance of the commission notice which put a strict new interpretation of Sec. 317 of the Communications Act—the rule requiring on-air identification of all sponsors and advertisers. FCC's new interpretation, designed to curb plugola (hidden "free" plugs) and "freebies" (free promotion records and similar material), declared stations must disclose on the air the sources of all free program material and the circumstances of its acquisition (BROADCASTING, March 21).

While seeking to have the notice clarified, stayed, vacated or set for rulemaking, stations and industry groups continued to institute methods of complying with the order (BROADCASTING, March 28). ABC and the Federal Communications Bar Assn. last week joined those who previously had asked that the public notice be set for rulemaking. As it now stands, the notice affords broadcasters no opportunity for official comment.

ABC said the notice "is an erroneous interpretation" of Sec. 317 in many respects "and would impose upon broadcast licensees requirements which go far beyond those of the act." To this extent, the network said, the notice "is either nullity or it constitutes rulemaking without the notice and other procedures required by the Administrative Procedures Act."

FCBA said "there are serious and substantial questions as to the legality and practicability of the interpretations" of Sec. 317 expressed by the commission. The controversial section requires that all material broadcast for which consideration has been received be so identified through an on-the-air announcement.

FCBA pointed out the notice is at variance with accepted industry practices and was adopted without the benefit of rulemaking or any other public hearing. In addition to seeking the right to comment on the March 16 notice, FCBA also asked that it be vacated.

Second Thoughts ■ The commissioners themselves are having pangs of uncertainty about the wisdom of issuing the notice without affording the opportunity to comment. The matter was discussed for approximately four hours at the regular FCC meeting Wednesday (March 30) and a special meeting was called for last Friday on the public notice.

Early last week some stations still had not received the FCC notice which was mailed to all broadcast licensees. A commission spokesman said this was normal but that all had been mailed a copy by the middle of the week.

CBS Acts ■ CBS Radio, which a week earlier had told its owned stations to conform to the FCC's new policy on identification by announcing when records were supplied free by manufacturers, changed its mind last week. Effective at noon Wednesday (March 30) at WCBS New York, and as soon as instructions were received at other CBS-owned stations, the announcements were dropped. Instead, the stations were instructed to play only those records they had purchased themselves.

In effect, the new policy padlocked existing record libraries at all CBS stations until it could be determined which records had been bought and which had come gratis. CBS already had notified its stations that they were to purchase all records in the future and, further, that they must be purchased through retail rather than trade channels.

WGN-AM-TV Chicago, which set up a music "center" or "record receiving room" last January, screens discs for rejection or use on a strict buying basis. Additionally, WGN performers are prohibited from accepting discs or visits from record firms.

The Illinois Broadcasters Assn. joined the pleas for rulemaking on the identification notice. It sent a telegram to the commission signed by President Bruce W. Dennis of WGN Chicago. WLSI Pikeville, Ky., asked the FCC for "further consideration."

Unreasonable ■ The notice is "unfeasible, unreasonable and untenable" and "appears to be dangerously damaging" to the industry, charged WOWL-TV Florence, Ala. It makes "a sham not only of the responsibility of the licensee to the public but of the entire business of broadcasting."

Others seeking reconsideration by the commission pointed out that the notice would result in even more free plugs for record labels—a complete reversal of the desired result. The Tennessee Assn. of Broadcasters sent the following telegram to the FCC:

"The broadcasters of Tennessee are deeply concerned over the terms of your public notice relating to phonograph records. Stations have been giving diligent attention to the avoidance of allotting free plugs for specific tunes, labels, dealers and distributors. Now we are told to give them free time if we use free records. Should we do this, all time on most stations would be all commercial. If we accept the alternative plan, i.e., purchase all records, the cost to many stations would be prohibitive. Also, in the matter of acknowledging payment to stations for any and all services rendered, this would materially alter the public service aspect of a large percentage of sustaining programs. For example, it is customary for churches to pay line charges and engineer's fees for broadcast of services. We would be compelled to so state. Our association respectfully appeals for a reconsideration of your ruling with a view toward easing the tremendous burden its terms place upon us."

R. Karl Baker, manager of WLDS Jacksonville, Ill., charged the commission has ordered stations to give more, not less, publicity to record companies. He said WLDS now makes the following announcement to accompany each record aired which was given to the station: "The following recording was furnished free of charge by ——— Record Co. to this station in full pay-

Another reprieve

Another "stay" of execution was granted "illegal" vhf boosters last week when the FCC extended, for the fifth time, the grace period during which the little repeater stations can continue to operate. The commission first ordered the stations off-the-air Dec. 31, 1958, giving them 90 days to comply. The latest extension lasts 90 days from last Thursday (March 31).

Now pending before the FCC is a rulemaking authorizing vhf boosters with power not to exceed 1 watt (Docket 12116). Comments have been taken and the rulemaking now is awaiting final decision. In Congress, a bill has passed the Senate legalizing vhf boosters. It is now before the House Commerce Committee.

WLAC-TV newsmen watching building in state penitentiary at Nashville during tense moment of prison break when two desperate convicts were holding 18 hostages including three women.

PRISON BREAK

. . . and WLAC-TV was there

The recent, dramatic prison break in Nashville, Tennessee (headlined nationally for two days) gave WLAC-TV another opportunity to show why it had won 4 out of 5 top news awards in this area over the past three years.

Round-the-clock coverage of the 28 tension packed hours resulted in 3600 feet of film being used for 25 exciting local newscasts and a complete and compelling half-hour documentary.

Live feeds and film were furnished CBS-TV, Movietone News, and two regional TV stations by WLAC-TV, as well as continuous news to radio stations all over the country.

WLAC-TV nashville the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

ment for the use of our facilities in broadcasting this record."

He said the public's reaction has followed this line: "Why?" "What a crazy rule," "How come all this extra plug for the record companies?" Mr. Baker told the FCC that "your most recent directive is the most ridiculous, the most unfair and the most unworkable of any you have yet issued."

According to Pat Grande, air personality on WHLF South Boston, Va. "the record companies will wind up being the first commercial enterprise in the history of modern radio to be given all the free radio time their hearts desire. . . . We'll all be playing right into the record companies' hands."

While in L.A. ■ Most stations in Los Angeles now are buying all their records, it was reported. Also, many are no longer accepting records in the mail but are having them returned to the sender—at his cost.

Record promotion men are permitted to leave only one pressing of a recording at a station. "To add insult to this injury," he is required to sign a receipt for it and then return to pick it up after station personnel have auditioned the recording.

Vhf wants uhf, too

A Wisconsin vhf station has asked the FCC to waive its duopoly rules and permit it to build and operate a uhf facility in the same city.

WEAU-TV (ch. 13) Eau Claire, filed simultaneously for a construction permit to operate on ch. 25 in that city. "It may well be that uhf tv can be made to succeed only if successful vhf stations will take the financial risk attendant upon uhf operation . . ." WEAU-TV told the FCC.

The station pointed out that the population of Eau Claire has been limited to the service of only one tv station and that ch. 25 "is being wasted." The commission was told that the use of uhf throughout the country will be stimulated by the proposal.

WRCA to be WNBC?

The National Broadcasting Co. asked the FCC last week for reinstatement of the WNBC call letters for its New York radio and tv stations. The WNBC calls were changed to WRCA about six years ago.

William N. Davidson, NBC vice president, stated that the WNBC-AM-FM-TV calls better identified NBC's key stations with the company.

The call letters are currently assigned to the New Britain, Conn. tv station sold by the network to Connecticut Television Inc. It was part of the sale agreement that the network would retain the WNBC call letters.

HOUSE BILL DISTURBS FTC

Agency ethics measure also displeased FCC

The Federal Trade Commission doesn't like a House bill on federal agency ethics any better than did the FCC and for essentially the same reasons, FTC Chairman Earl W. Kintner said last week.

Testifying Thursday before the House Commerce Committee headed by Rep. Oren Harris (D-Ark.), also the author of the bill (HR 4800), Mr. Kintner said he and his FTC colleagues don't think such terms as "unusual hospitality" are sufficiently precise; feel the bill is too drastic in imposing *ex parte* bans on routine procedures as well as decisions based on merits; believe some conflict of interest prohibitions are too strict and may scare people away from government service, and are of the opinion that the bill's rigidity on gifts and favors would preclude ordinary courtesies and social amenities.

Mr. Kintner opposed *ex parte* prohibitions in all FTC rulemaking cases, holding none of the FTC's rulemaking is on issues between parties but serves the purpose of administering and interpreting existing statutes. Rep. Harris asked him to submit language for the bill which would exclude FTC rulemaking from the *ex parte* bans.

CHAIRMAN KINTNER
He's not too happy

The FTC chairman said the proposed *ex parte* ban on adjudicatory cases in HR 4800 does not take into account the fact that the agency as a matter of practice keeps the names of complainants off the public record: to preclude this practice would hamper prosecution of cases, he said.

Consent Settlements, Too ■ The same goes for negotiations for consent settlements, he suggested, and 80% of FTC's complaints result in such settlements, which, he declared, are as effective in their prohibitions as a cease and desist order.

Mr. Kintner said HR 6774, recommended by the American Bar Assn., would preclude consideration of material facts not in the record, which present law permits. It also would prevent any FTC reliance on legal theories not presented by counsel and which the FTC might want to include on its own motion, he said.

The FTC's enforcement is dependent upon complaints from the public and industry and HR 6774 would make writing and receiving such complaints in hearing cases illegal, he said. He said he didn't see how enforcement and criminal sanctions would be feasible for various reasons.

The FTC chairman also opposed a provision in HR 4800 to prohibit intra-agency communications between FTC members, their legal aides and the opinion staff; requirements for a "fair summary" of oral *ex parte* presentations, and failure to allow for certain mechanical procedures.

Mr. Kintner commended some of the FTC's own rules for employes on *ex parte* contacts, improper influence and conflicts of interests as adequate and said he didn't object to these being enacted as law. FTC members, not bound by the rules, follow them as a matter of course, he said. He said he didn't object to criminal sanctions, but thought care should be used to prevent scattergun application.

Elect Their Own ■ He felt that giving the President power to remove agency members for neglect of duty or malfeasance is a matter for Congress to decide. FTC members were split on whether members should be allowed to elect their own chairman and for how long he would serve.

Mr. Kintner approved, with reserva-

"Where else!
CBS Films, Suite 2319.*
First-class entertainment
is their specialty."

*AT THE CONRAD HILTON: YOU'RE INVITED!

$100 WEEKLY BUDGET?

On WJAR, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of *adult* buyers, and the *lowest* cost per thousand impressions on *any* Providence station.*

$200 WEEKLY BUDGET?

On WJAR, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT *RESULTS*? BUY *ADULTS* at the lowest cost per thousand in the market.*

"QUALITY IS WELCOME EVERYWHERE"

*Pulse Oct. '59 and NCS

Sister station of WJAR - TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

tions, the proposal to assign responsibility for writing opinions on decisions to individual agency members. He felt that a proposal to give parties the right to appeal motions within 60 to 120 days fails to recognize the time required for answers, replies and requests for extension of time and gives respondents opportunity to effect needless delays. He thought such appeals should be allowed only in exceptional circumstances.

The FTC chairman said he sees nothing wrong with accepting a lunch or a cocktail from a businessman or his lawyer if it's not done frequently with the same one.

Questioned as to whether he felt requests from congressmen or executive department officials for status reports on cases are improper, he said he never thought so, but didn't know whether some requests could be interpreted as attempts to influence a case.

FTC charges payola

Charges that it engaged in payola have been filed against Mercury Record Corp., Chicago, Ill., and three wholly-owned subsidiary distributing companies. The complaint was filed by the Federal Trade Commission and announced today (April 4).

In addition to the record manufacturer (Mercury label), the three distributing subsidiaries are: Mercury Record Distributors Inc., Cleveland; Mercury Record Sales Corp., New York, and Midwest Mercury Record Distributors Inc., Chicago.

The FTC charged that the Mercury companies made unlawful payoffs to television and radio disc jockeys to play Mercury records. Payola is considered an unfair method of competition.

The respondents have 30 days to answer the complaint.

This marks the 69th payola complaint issued by the trade agency.

In the meantime, two New York record distributors told the FTC that giving payola is not illegal. The two distributors, Ideal Record Products Inc., New York, and Ideal Record Products of New Jersey Inc., Newark, N.J., asked the FTC to dismiss the complaint. They claimed no misrepresentations or unfair practices.

Murrays dance to FTC tune

The dancing Arthur Murrays found themselves with a hurdle in the middle of the dance floor last week when the Federal Trade Commission issued a false advertising complaint against the dance studio company and its principals—Arthur and Kathryn Murray and David A. Teichman.

The FTC charged that Arthur Murray Inc., licensor of some 450 "Arthur Murray Studios" throughout the world, used deceptive promotion schemes to secure customers and coercion in selling dance lessons.

The challenged schemes, according to the trade commission, comprised telephone quizzes, crossword, dizzy dance and "Lucky Buck" contests "in which winners purportedly receive a gift certificate for a given number of Arthur Murray lessons." The "schemes," the FTC said, were used in radio and tv broadcasts and in newspaper advertisements.

The complaint charged that the promotional offers are not bona fide but "are, instead, a deceptive form of 'bait' or 'decoy' attractive to the innocent, unwary and unsuspecting." They are used, the trade commission said, "simply to get the names of persons who may later be encouraged to purchase dancing instructions.

The complaint disclosed that the licensed studios pay Arthur Murray Inc. 10% of their gross receipts and an additional amount (usually 5%) held in escrow to protect the company from claims. Arthur Murray Inc. itself operates dance studios in New York and Miami Beach, Fla., the FTC noted. The respondents were given 30 days to answer the complaint.

The Murray firm announced that it had always tried to maintain "scrupulous adherence to the highest standards of business conduct." It declared that the instances cited by the FTC were isolated practices which had been corrected when reported.

There were reports that some Arthur Murray studios suspended or revised their advertising following the announcement of the FTC complaint. This could not be confirmed in individual instances, but Arthur Murray Inc. in New York said it had issued no advertising instructions to licensed studios and did not know what steps were being taken.

The parent company said it had not canceled or revised any advertising in the New York area. The challenged *Lucky Buck* radio campaign has been off the air since last year, but still in newspaper.

The art of candy dipping! Fewer and fewer possess this quality touch in a day of mechanization. And yet, there is no substitute when it comes to making the finest chocolates. Nor, can mechanization be the entire answer when it comes to the quality atmosphere evident in today's better television and radio station operations. People... their skills, their dedication, their love of the finer things provide that all-important difference.

Represented by

Edward Petry & Co., Inc

The Original Station Representative

WFAA

TELEVISION abc

RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Ike may soon get frequency adviser

Appointment of a special adviser to the President on radio frequency usage is being considered by the White House.

The adviser will make recommendations to the President on the assignment and use of frequencies allocated for government use, it was learned. He will also engage in studies and investigations, it is believed, on the over-all management of the radio spectrum by government agencies.

The prospective move became known following a Budget Bureau directive to interested agencies (FCC, State Dept., Department of Defense among others) requesting comments to the idea of establishing an office on frequency usage as part of the President's official family. The Budget Bureau communication asked that the comments be returned by the end of last week.

Although the Budget Bureau was considered acting for the President in the matter, it was believed that the proposal stemmed from the Office of Civilian & Defense Mobilization. OCDM Director Leo A. Hoegh declined to comment on the matter.

The proposal seems to take an in-between stand on several recommendations for frequency management. These have been pending for almost a year. They range from the recommendation of the Presidential Advisory Committee on Telecommunications that a National Telecommunications Board be established in the Executive Office of the President to formulate telecommunications policy, oversee government usage of the spectrum and study the over-all use of the radio spectrum by both government and non-government users to the establishment of a Federal Spectrum Board as an arm of Congress to oversee the entire radio spectrum and divide it between government and non-government users.

Engineers claim FCC used outdated data

The wrong data for proposed propagation curves was used by the FCC in its rulemaking to "drop-in" vhf channels in selected markets, the Assn. of Federal Communications Consulting Engineers said last week.

AFCCE, with the strong backing of the Assn. of Maximum Service Telecasters, asked for a 60-day extension of the present April 19 deadline to comment on the rulemaking. The engineers pointed out that the commission based its propagation curves for vhf signals on the tropospheric curves of FCC Report 2.4.16, rather than using the more accurate and up to date data developed by the Tv Allocations Study Organization.

Available propagation data do not support use of curves taken from the FCC report, according to a study made by an informal committee, the petition said. AFCCE pointed out that there are substantial differences in the TASO curves and those from the Report 2.4.16.

"This difference in the field strength curves would be sufficient to require a complete revision of any engineering showings made on the basis of earlier inaccurate data. . . . In short, the consulting engineer cannot proceed intelligently until he knows what curves to use," the engineers' petition said. It pointed out that the commission's own chief engineer is preparing new propagation curves which should be ready in two weeks.

AMST, in supporting the request for extension, said that it intends to "file vigorous, detailed and meaningful comments" on the rulemaking.

The commission already has granted one 60-day extension, at the request of the same two associations, and in granting the earlier request warned that no further extensions would be made without "the most compelling considerations." The proposed rulemaking would add a third vhf channel to selected markets through reduced mileage separations (BROADCASTING, Jan. 11, 1960).

Dick Clark to testify April 21

ABC-TV star Dick Clark has been called to testify before the House Legislative Oversight Subcommittee on the tentative date of April 21, subcommittee spokesmen acknowledged last week.

They refused to say whether ABC officials or those of the station or stations originating Mr. Clark's ABC-TV shows, *American Bandstand* and *Dick Clark Show*, are under subpoena or have been asked to testify.

Robert W. Lishman, Oversight chief counsel, has indicated the House group is investigating certain activities of Mr. Clark, his associates and ABC. Among these, he has said, are whether Mr. Clark actually has divested himself of interests in 17 companies as per an agreement with ABC, whether he accepted payment for playing records on his shows, whether he received money from companies he owns or controls directly or through others, whether the station originating the Clark shows has surrendered program control to "mercenary interests," and whether Mr. Clark has exacted tribute from talent and composers in exchange for exposure on his shows.

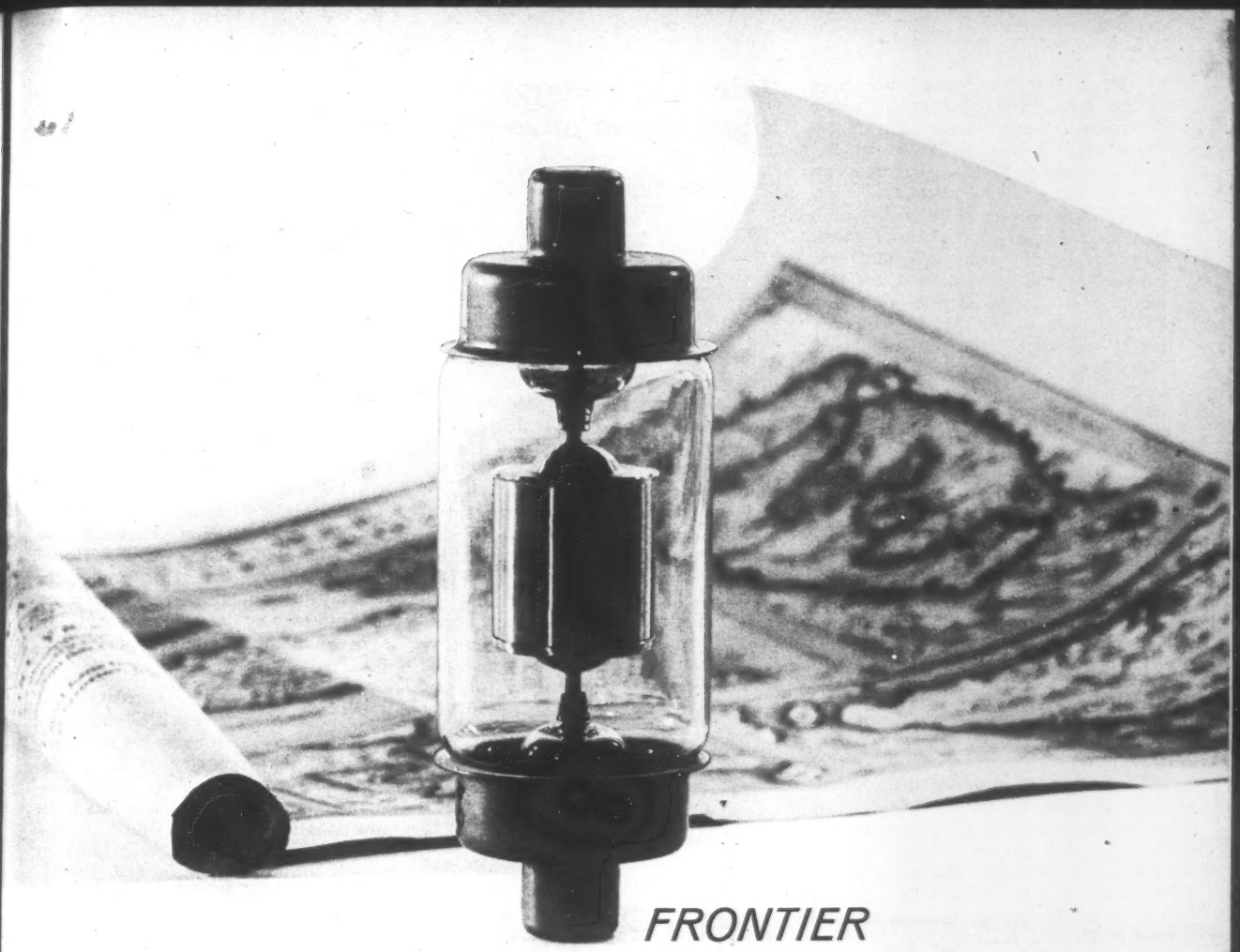
Four Boston stations answer payola charges

Four Boston area stations, recipients of FCC 309(b) letters because of alleged payola and programming offenses, told the commission last week that the accusations were unjustified.

WMEX, WILD and WORL, all Boston and WHIL Medford, Mass., said that payola safeguards had been instituted at their stations prior to disclosures involving their employes. All said that their employes had been warned of the consequences of under-the-table payments for record plugs.

WILD owner Nelson B. Noble told the commission that all records broadcast over his station "were personally selected by me or my program director without any assistance from the disc jockey who may play them. . . ." WILD became implicated when Stan Richards, a former air personality, told House Legislative Oversight Subcommittee members that he had accepted $6,225 from Music Suppliers of New England Inc. Mr. Richards said no payola was involved because he played only those records he wanted to.

Mr. Noble said that his station log indicated that free records furnished



FRONTIER FIGHTER!

That's a fancy title for a high-voltage condenser but it dramatizes one responsibility of radio as the most far-reaching of all means of mass communication. The real fighters on our last frontier—the limits of human knowledge—are the scholars and teachers of our great universities. *But when did you last have the opportunity to learn from any one of them?* Your answer will tell you why KRLA presents "Seminar" each Sunday morning at 10:30, a specially-produced half-hour with representatives of five universities summarizing the newest in every field of study.

Newest among the leaders serving America's greatest radio market

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

by Music Suppliers were announced in the form of a commercial before the records were played. Mr. Noble stated that "I was not aware at any time . . . that any of my station employes were receiving payola."

Had A Contract ■ WORL said it had an 87-week contract with Music Suppliers Inc. to advertise records distributed by that company. Each MSI record was announced prior to broadcast as "this is the Music Suppliers' hit of the week," the station alleged. "Unless it is improper for a radio station to accept advertising from a record company . . . we can find no error in our handling . . ." WORL said.

Maxwell E. Richmond, WMEX owner, reiterated testimony made before the House subcommittee. Mr. Richmond declared that the station made charges to record distributors for selecting their records as the "golden platter of the week." He said that this charge was based on negotiations with distributors and were for expenses incurred by the station in handling and mailing free records to listeners.

Mr. Richmond challenged the FCC's report of "discrepancies" in its proposed versus actual program reports. "The traditional 'block-programming' type of operation, upon which the commission's yardsticks for evaluating programming performance of licensees . . . is today not an adequate or suitable method for serving community needs," he asserted. He claimed that the demand for "block-programming" among the public and advertisers is now "extinct." Today, he suggested, the public and advertisers are "stimulated" by a "more elastic system in which shorter periods of time are devoted to particular programs. . . ." So, he said, a substantial part of a station's programming must consist of entertainment.

WHIL also answered a charge made by an applicant for an am station in Gloucester, Mass., that it broadcast horseracing programs direct from the track on a regular basis. The station said that it began these broadcasts in 1958, with a half hour show on a daily basis devoted to horse racing. It said that the commission was informed of the program in April of that year and that no complaint or inquiry was ever received from the agency.

In a related development, the commission received a request by Musicians Local 9, American Federation of Musicians, asking for a hearing on the renewal of the four Boston stations. The union said that the stations run "with a skeleton staff on a bargain basement principal." It said that as a union it has economic interest in the matter because of the lack of local programming and utilization of local talent by the four stations.

'Idle' uhf stations keep hopes alive

A majority of "idle" uhf permittees has asked the FCC to keep their construction permits alive with the hope that conditions will improve allowing them to build. This was the overwhelming sentiment expressed in answer to a commission letter sent to 54 uhf permittees who had requested an extension of time for completion dates but who have not commenced station construction.

With the deadline last Monday, 18 permittees still had not replied to the FCC letter by week's end. Of the 35 replies received, 28 permittees asked for continuance of cp or requested an oral argument. Five stations told the commission that they are willing to surrender their permits, and one permittee said it will go on the air next fall (AT DEADLINE, March 28).

Respondents stated that they hoped the FCC would "take steps" to improve the uhf outlook. They said that aside from the pressing competition from vhf facilities in many markets, most uhf owners were faced with the problem of the high cost of receiver conversion to the higher channels.

KTRX(TV) Kennewick, Wash., a ch. 31 facility which did not receive a commission letter, last week requested that its authorization be cancelled and license dismissed.

Senate weighs bill on catv regulation

The Senate last week heeded objections by community antenna tv operators and refused to give unanimous consent to a bill (S 2653) calling for FCC regulation of catv systems. The objections were voiced by senators: Sen. J.W. Fulbright (D-Ark.) and others, unidentified. Ed Whitney, National Community Television Assn. executive director, said his organization is "working with key senators to get the bill more in line with the public interest" (through amendment on the Senate floor).

Mr. Whitney said the bill, as presently written, is unacceptable to community antenna tv operators because it amounts to a "mandate by which the catv industry would be subordinated to the broadcast industry by any ruling the FCC might make."

The bill defines catv as broadcasting, provides for FCC regulation with grants to be made in the public interest and requires catv systems to carry programs of the local station at its request. Among other things, the bill requires the FCC to consider, in licensing a catv operation, whether continued operation of tv stations in communities with only one tv service is desirable.

The bill goes back on the Senate calendar to be scheduled for subsequent debate.

• Government briefs

FCC reversal ■ The FCC reversed itself recently. On the petition of WFBC-TV (ch. 4) Greenville, S.C., the commission reconsidered and set aside a grant made June 10, 1959 which permitted WLOS-TV (ch. 13) Asheville, N.C. to identify itself as Greenville and Spartanburg, S.C., as well as Asheville.

Tv grant ■ Kaiser Hawaiian Village Tv Inc. has been granted a construction permit by the FCC for a new tv station on ch. 13, Hilo, Hawaii. Kaiser is licensee of KHVH-TV Honolulu. The FCC made the grant subject to the condition no interference be suffered by a Federal Aviation Agency radio installation in Hawaii.

Request denied ■ The U.S. Supreme Court wrote finis to a seven-year-old tv case last week when it denied a request by Federal Broadcasting System Inc. (WSAY Rochester, N.Y.) to review the 1953 grant of ch. 10 Rochester on a share time basis to what are now WHEC-TV and WVET-TV. The petition to the Supreme Court followed a decision of the U.S. Court of Appeals Oct. 1, 1959 upholding the FCC.

Channel changes ■ In a rulemaking decision last week, the FCC amended the tv table of assignments to add ch. 13 for educational use in Fargo, N.D. Ch. 34, now reserved for Fargo, was deleted. At the same time, the commission modified the license of KXMC-TV Minot, N.D., to show operation on ch. 13 minus instead of ch. 13 plus.

Another etv ■ The FCC last week granted a construction permit to the State U. of South Dakota, Vermillion, for a new ch. 2 educational tv station. The non-commercial station will operate with .167 kw visual and .084 kw aural with an antenna height of 160 ft.

New ID ■ KRLD-TV (ch. 4) Dallas, Tex., was given permission by the FCC last week to identify itself as Fort Worth in addition to Dallas. Chairman Frederick W. Ford and Commissioner Robert T. Bartley dissented.

Grant coming ■ The FCC on March 30 issued staff instructions directing preparation of a grant to Liberty Television Inc. for a new tv station in Eugene, Ore., on ch. 9. The commission denied the competing application of KEED Inc. for the same facilities. A Sept. 28, 1959 initial decision looked toward this action.

Fargo Housewife Says . . .

"KXGO IS MY STATION!"

IT'S A FACT! More homemakers in Fargo listen to KXGO because it *is* Fargo's

"TOP" STATION! According to the *most current* (December, 1959) Pulse Metropolitan Area Report. (And we are mighty strong in the surrounding 70 counties, too!)

IT'S A FACT! Fargo is the number one city in the country for Retail Sales per Family, according to all consumer studies!

IT'S A FACT! The homemaker spends 80% of the family income, and it's the metropolitan area that counts most. The majority of food, drug, apparel and appliance sales are made in metro markets!

IT'S A FACT! KXGO is a favorite "teen-age" station, too. It's a top music station in the area!

***That's why your Best Radio Buy in Fargo is* KXGO!**

KXGO rates are *realistic.* When you check CPM, you'll find station selection is simply a matter of value . . . and *the* value is KXGO, priced to lead in value in the entire Fargo-Moorhead Metropolitan area.

CALL TODAY!

KXGO Radio 790

Fargo, North Dakota

ABC • 5,000 WATTS • *On the Top of the Dial*

National Representative - - - Gill-Perna
Minneapolis Representative - Bill Hurley
Fargo - - - - call KXGO, ADams 5-4461

KXGO . . . One of the North Dakota Broadcasting Company "Market Maker Stations"

KXJB-TV, Valley City
KXGO-TV, Fargo
KXAB-TV, Aberdeen
KXMC-TV, Minot
KBMB-TV, Bismarck
KDIX-TV Dickinson

FATES & FORTUNES

Broadcast Advertising

DR. QUEEN

■ DR. HARVEY QUEEN, formerly assistant director of research at Benton & Bowles, N.Y., appointed director of research of Mogul Williams & Saylor, that city. Dr. Queen began his advertising career with Young & Rubicam.

■ JAMES C. WICKERSHAM, marketing services supervisor and director for Sales Communication division of Communications Affiliates Inc., subsidiary of McCann-Erickson, named president of that division.

■ WILLIAM M. NAGLER, account supervisor in contact department of Young & Rubicam, Chicago, named vp of agency.

■ ROBERT I. BAN appointed vp and group account manager of Klau-Van Pietersom-Dunlop, Milwaukee. He previously was with McCann Erickson and Erwin Wasey, Ruthrauff & Ryan, both in Chicago.

■ ALFRED K. EDDY, senior timebuyer at Leo Burnett Co., Chicago, appointed associate media group supervisor in agency's New York office.

■ JAMES F. MURRAY, formerly account executive with WCAE Pittsburgh, to Vic Maitland & Assoc., that city, in similar capacity.

■ MARY D. PETR, formerly media director at Donahue & Coe, Chicago, to media department of Campbell-Mithun, that city, as buyer. BRUCE GUNNERSON, formerly assistant pr director at American Dairy Assn., to C-M as writer on Kroger Co. account.

■ ZAN ZOBEL, formerly administrative art director at Royer & Roger, N.Y., to Smith, Hagel & Knudsen, that city, in similar capacity.

■ RICHARD A. KEBBON, JR., formerly with Warner Brothers as associate producer of *77 Sunset Strip, Bourbon Street Beat* and producer of tv commercials, joins N.W. Ayer & Son's New York office as service representative on Howard Johnson account.

■ SIGURD S. LARMON, board chairman of Young & Rubicam, N.Y., reappointed member of United States Advisory Commission on Information for three-year term.

■ ALAN HORNELL, SAMUEL HAVEN and PAUL ROTH, all media buyers, appointed assistant media directors, Benton & Bowles, N.Y. Mr. Hornell joined agency in 1956 as media trainee and last year was appointed media buyer. Mr. Haven came to agency in 1952 as buyer after having held media posts with William H. Weintraub Co. and Arthur Rosenberg Co. Mr. Roth joined in 1956 as media analyst and became buyer in 1957.

■ THOMAS R. COVEY JR., formerly account manager and director of radio and tv with Sutherland Abbott, Boston, to The Bresnick Co., that city, as vp, account supervisor and member of plans board.

MR. FOGARTY

MR. LUSHER

MR. BOE

MR. ERICSON

■ JOHN H. FOGARTY, WILFRED H. LUSHER, BARRON B. BOE and HERBERT A. ERICSON elected vp's of BBDO New York. Mr. Fogarty, account supervisor on Niagara, Mohawk Power Corp., and Schaeffer Beer, is in Buffalo office. Mr. Lusher, on Pittsburgh Plate Glass account for *Gary Moore Show,* is in Pittsburgh office. Mr. Boe, account executive on General Mills, has been with BBDO since 1952. Mr. Ericson, who also joined BBDO in 1952, is account group head of apparel fibers on du Pont.

■ RODNEY WICKLUND and STUART MINTON become service representatives on the Sealtest Foods account at N.W. Ayer & Co.'s New York office. Mr. Wicklund was former account executive at BBDO Minneapolis. Mr. Minton was account executive for Foote, Cone & Belding, Los Angeles. HAROLD I. GULLAN, formerly account executive of Erwin Wasey, Ruthrauff & Ryan, to N.W. Ayer's Philadelphia office as service representative.

■ CHARLES J. ZELLER re-elected president of Guenther-Bradford & Co., Chicago agency now in its 75th year of operation. Others re-elected: E. J. ZELLER, vp; WILLIAM H. O'BRIEN, secretary, and A. M. MOORE, treasurer.

■ JOSEPH STONE, vp and copy group head for Ford Motor Co. account at J. Walter Thompson Co., N.Y., named vp and associate creative director of McCann-Erickson Adv.

■ DANIEL VAN DYK elected board chairman and HERMAN L. JOHNSON president and chief executive of Hazel Bishop Inc. (cosmetics). Mr. Johnson, formerly executive vp of company, succeeds Mr. Van Dyk who continues to work full time for company, but has turned over administrative responsibilities to management team headed by YERMAN JOHNSON.

■ KEITH DRESSER, formerly with B.T. Babbitt Co., joins Geyer, Morey, Madden & Ballard, N.Y., as vp and merchandising manager on B.T. Babbitt account.

■ LOUIS J. KENNEDY, broadcast supervisor at Kenyon & Eckhardt, N.Y., named media supervisor. EDWARD KOBZA, broadcast buyer, succeeds Mr. Kennedy.

■ JOHN G. BURNETT, formerly vp of Rogers & Smith Adv., Dallas, to Tracy-Locke Co., that city, as account executive.

■ WILLIAM CASEY and PETER GRUMHAUS join John W. Shaw Adv., Chicago, as account executives. Mr. Casey formerly was with Foote, Cone & Belding and Mr. Grumhaus with J. Walter Thompson Co., both Chicago. RICHARD HAZLETT, formerly with Keyes, Madden & Jones, joins Shaw as copywriter.

■ BOB ASKEY, formerly with KFOR Lincoln, Neb., to Van Horn Art & Adv., that city, as director of radio and tv.

■ PAUL BELANGER, formerly tv producer for BBDO, N.Y., joins Kudner Agency, that city, as a producer in tv department.

■ ROBERT W. FERGUSON, vp of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, named merchandising director. He will supervise all merchandising and sales promotions and will serve on marketing and management committees.

MR. FERGUSON

UPSY:

(ONLY NET TO SHOW NATIONAL INCREASE)*

	% Change over '59 AA Homes
ABC-TV	+8.4
NET Y	-2.3
NET Z	-6.2

DAISY:

(AND AT THE LOWEST CPM)†

	Cost per Thousand
ABC-TV	2.78
NET Y	3.17
NET Z	4.16

Source: *First March National Nielsen TV Report, 1959 vs. 1960, Average Audience Per Minute, seven nights, 8-10:30 PM, NYT. †NTI cost/1000 Data, January-February, 1960, 8-10:30 PM, NYT-estimated time and published talent cost.

ABC TELEVISION

■ WILLIAM B. MULLETT, account executive on Pepsi Cola, American Homeowners Insurance Co. and Griffith Consumers Co. (coal and fuel) at Kal, Ehrlich & Merrick, Washington, D.C., named senior vp and member of board of directors, effective May 25.

MR. MULLETT

■ ALTON D. FARBER, formerly assistant pr director at J. Walter Thompson Co., Chicago, appointed vp of Mayer & O'Brien pr firm, that city.

■ URSULA GRUMFELD, formerly traffic manager of Doyle Dane Bernbach Los Angeles office, to Fletcher Richards, Calkins & Holden, that city, in similar capacity.

■ JOHN W. AMON promoted from assistant director to vp and director of art department at Needham, Louis & Brorby, Chicago, succeeding JOHN H. KIES, retired. Mr. Amon also will serve on agency's plans board and operating committee. C. FRANKLIN JOHNSON succeeds him as assistant art director. ALBERT A. KLATT, appointed director of creative print department, continuing present duties as vp and director of copy department.

MR. AMON

MR. KLATT

■ KEN JENSEN, pr director of Warner Brothers Records, joins Honig-Cooper & Harrington, Los Angeles, as specialist in publicity and sales promotion.

■ CROSWELL BOWEN joins Compton Adv. as director of information and editorial services.

■ HOWARD WILSON, formerly with Ben Sackheim Agency, N.Y., to W.B. Donner & Co., Philadelphia, as copy director.

The Media

■ TOM BOSTIC, vp and general manager of Cascade Broadcasting Co., (KIMA-AM-TV Yakima, KEPR-AM-TV Pasco-Kennewick-Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Ida.), elected president. Other appointments: JACK REBER, assistant general manager, succeeds Mr. Bostic; A.W. TALBOT, formerly Cascade president, elected board chairman; JIM NOLAN, tv program director, promoted to vp in charge of tv programs; BILL GROGAN, general tv sales manager, elected vp for tv sales and JOE KENDALL, general manager of KIMA, KEPR and KWIQ, named vp for radio. DICK GLASSAWAY, in sales department of KEPR-TV, named sales manager.

■ JOSEPH L. BRECHNER, founder and principal stockholder of WLOF-TV Orlando, Fla., re-elected president and treasurer of Mid-Florida Television Corp. WILLIAM V. MILLER, formerly with WFLA-TV Tampa, Fla., named local sales manager of WLOF-TV. WILLIAM T. LATHAM, formerly with WGLV-TV Eaton, Pa., to WLOF-TV as regional and national sales manager.

MR. MANN

■ RALPH S. MANN, formerly senior coordinator, talent and contract administration of NBC-TV, appointed director of talent and contract administration. He joined NBC in 1956, after three years' service with Music Corp. of America as attorney.

■ LIONEL F. LEVY named to board of directors of WHYY Inc., Philadelphia, which operates WHYY (TV) and (FM), both local non-profit community stations.

■ IRA L. LAVIN, formerly general manager of KRUX Phoenix, Ariz., named general manager of new KPUD-AM-FM, that city, which was to have made its air debut last week. JIM SPERO, formerly with KSFO San Francisco, appointed director of broadcasting.

■ CHUCK CONNER named general manager of KWEL Midland, Tex. Other appointments: PAUL SANDERS, formerly in sales department of KMID-TV, that city, named sales manager; JERRY TEAFF, formerly with KPET Lamesa, Tex., program manager; JIM R. BOWEN, chief engineer and MIKE FLOOD, formerly with KMID-TV, staff announcer.

■ JIM UGLUM, formerly manager of KSJB Jamestown, to KUTT Fargo-Moorhead, both North Dakota, in similar capacity. Other appointments: RON TITUS, formerly assistant manager, and BOB LAZICH, formerly program director, both KSJB, to KUTT as sales manager and news director, respectively. JOHN (RED) ALIX and DUNC ANDERSON, both formerly with CJOB Winnipeg, Man., Can., to KUTT as program director and air personality, respectively.

■ STEPHEN A. MANN, president of Intercontinental Services Ltd. (overseas radio-tv rep firm), joins ABC as sales manager of International Div.

■ WILLIAM H. SCHWARZ named manager of program services for Peters, Griffin, Woodward, with responsibility for extending services to stations company represents through counsel in all areas of program activity. Mr. Schwarz formerly was program director at KDKA Pittsburgh.

■ CHRIS LANCE joins KYA San Francisco as director of operations.

■ RONALD C. TUTEN, general manager of WNVY Pensacola Fla., appointed executive vp. Mr. Tuten, with 15 years experience in various capacities of broadcasting, previously was station manager of WIVY Jacksonville, Fla.

MR. TUTEN

■ BART SWIFT, formerly sales manager, group communications division of the TelePrompTer Corp., N.Y., named national director of sales development of Theatre Network Television Inc., there.

■ ROBERT G. PATT, manager of advertising and promotion for WCBS-TV New York, named manager of advertising and promotion of WRCA-AM-TV, that city.

■ VIRGIL G. EVANS Jr., managing director of WBT Charlotte, N.C., resigns effective May 1 to accept post as assistant general manager of WCSC Inc., Charleston, S.C. Mr. Evans also will serve as national sales manager for WCSC-TV.

MR. EVANS

■ JAMES T. MCKNIGHT and ROBERT W. JONSCHER join NAB as field staff representatives. Mr. McKnight, formerly midwestern division manager of World Broadcasting System, will be stationed in San Francisco. Mr. Jonscher, formerly part owner and general manager of WONN Lakeland, Fla., will cover eastern territory.

MR. LARUE

■ ROBERT LARUE, formerly owner of KVHC O'Neill, Neb., named chief engineer of KRAK Stockton-Sacramento, Calif. Mr. LaRue previously was chief engineer of KGMS Sacramento and was on engineering staff of KOA Denver.

FIRST in the eyes of adult Milwaukee

WTMJ-TV is *way out in front* of all other Milwaukee stations in attracting adult viewers — the purchasing power in Milwaukee. And do you know there are 1,828,600 people in Greater Milwaukee? That retail sales average over $45,500,000 weekly? These, and many more "do-you-knows" are included in WTMJ-TV's new market-facts booklet. The coupon will send your free copy on its way. Mail it today!

Send for market-facts booklet on viewing habits & buying power of adult Milwaukee

William T. Klumb, National Sales Manager
WTMJ-TV Dept. B
Milwaukee, Wisconsin

Please send free booklet covering Milwaukee-TV market information.

NAME.....

TITLE.....

ADDRESS.....

CITY..... ZONE..... STATE.....

Represented by:
HARRINGTON, RIGHTER & PARSONS — New York, Chicago, San Francisco, Atlanta, Boston, Detroit

Avery-Knodel names four new vps

MR. TORMEY MR. WHITE MR. O'SULLIVAN MR. NEIHENGEN

Avery-Knodel Inc., N.Y., radio-tv station rep firm, last week promoted four veteran sales managers to vp of their respective departments. They are: JOHN J. TORMEY (for radio, New York), THOMAS J. WHITE (for tv, New York), ROGER O'SULLIVAN (for radio, Chicago) and RAYMOND M. NEIHENGEN (for tv, Chicago). Each has been on Avery-Knodel's sales force 10 years or more, with exception of Mr. Neihengen who joined company six years ago. Mr. Tormey, also assistant treasurer of company, previously was with Edward Petry Co., WOR New York and CBS radio, as supervisor of network operations. Mr. White came to company 12 years ago from Eastern Airlines where he was Great Lakes Div. sales manager. Mr. O'Sullivan, who is also assistant secretary of company, entered rep field as secretary to Bill Knodel at Chicago office in 1947. Mr. Neihengen previously held various positions with NBC Radio, ABC Radio Spot Sales Div. and Free & Peters Inc. where he was radio salesman for eight and one-half years.

■ MERLE BLOCK, formerly promotion director of KFI Los Angeles, to KPOP, that city, in similar capacity.

■ DALE F. PALMER, formerly account executive at WPVL Plainesville, to WGAR Cleveland, both Ohio, as sales promotion-publicity director. SIDNEY ANDORN joins WGAR as newscaster.

■ DOMINIC QUINN, formerly with WIND Chicago, to KDKA Pittsburgh as program manager, succeeding WILLIAM H. SCHWARTZ, who joins Peters, Griffin & Woodward, station rep.

■ NORMAN POLMAN, air personality with WNHC New Haven, Conn., named program manager.

■ JOHN DOLAN, formerly of CHJS-TV St. Johns, New Brunswick, and JOHN I. TOMCHO, formerly of WPTA-TV Fort Wayne, Ind., to WWTV-TV Cadillac, Mich., as producer-directors.

■ RICHARD H. MCCANN, account executive at KBON Omaha, Neb., assumes additional duties of director of community relations.

■ SHERMAN MASON, formerly assistant news director of WSMI Litchfield-Hillsboro, Ill., to WEW St. Louis as traffic and continuity director.

■ JEAN GRANT, formerly promotion manager of KSLA-TV Shreveport, La., to WJXT Jacksonville, Fla., in promotion department.

■ GEORGE R. OLIVIERE, formerly sales manager of WOL Washington, to WTTG (TV), that city, as account executive.

■ JOE LONG, news director of KILT Houston, promoted to managing editor of KLIF Dallas, both Texas, and appointed vp in charge of news and special events for all McLendon stations which also include: KABL San Francisco, KISA San Antonio, KEEL, Shreveport, La., and WAKY Louisville, Ky.

■ JAY L. SCHILLER, director of media research at Lennen and Newell, N.Y., becomes research manager at Radio Advertising Bureau, Inc. Before joining Lennen and Newell, Mr. Schiller was director of research at National Telefilm Assoc.

■ FULTON WILKINS, formerly with CBS Radio Spot Sales, to KFSO San Francisco as account executive.

■ CHUCK JOHNSON, reporter and newscaster at WHLI Hempstead, L.I., appointed news director.

■ DON HUGHES, formerly news director of KAKC Tulsa, Okla., to KRAK Stockton-Sacramento, Calif., in similar capacity.

■ BRUCE RICE, formerly sports director of KCMO Kansas City, to KNX Los Angeles in sports department.

■ BOB THOMPSON joins KMAP Bakersfield, Calif., as sports director.

■ NORMAN HARRINGTON, formerly on news staff of KOLD-AM-TV Phoenix, Ariz., to KOOL-AM-TV that city, as news director.

■ PAUL RUST named director of news for WIP Philadelphia. DICK CARR, formerly program director of WCUE Akron, Ohio, to WIP as air personality.

■ LEONARD ALLEN and DONALD V. MEANEY, appointed managers of foreign and national news, respectively, for NBC. Mr. Allen was manager of tv news film assignments. Mr. Meaney was national tv news editor.

■ BENNIE L. WILLIAMS, assistant manager of KMUR Salt Lake City, assumes additional duties as director of merchandising, publicity and pr. Other staff changes: CHET WOOD named account executive; LEE ROBERTS, announcer-disc jockey; BILL GRUBBE, director of news and special events; PAUL DROUBAY, production staff; F. WILLIAM HOUGHTALING, production supervisor-program director and LERY TANIYAMA, traffic and women's director.

■ STANLEY M. BLOOM, formerly director of marketing and distribution for Longines-Wittnauer Watch Co., named director of marketing at CBS Radio Spot Sales.

■ SUMMER PEARL, formerly general manager of WICE Providence, R.I., appointed sales manager of WFYI Mineola-Garden City, L.I.

■ ANTHONY BOSCHETTI and ARTHUR KANE named to unit managers staff, studio operations department of CBS-

Pressman reelected

GABE PRESSMAN of NBC was reelected president of the Radio-Newsreel - Television Working Press Assn. of New York at the group's installation banquet last month. Others elected: LARRY RACIES, CBS, chairman of the board of governors; HERB SCHWARTZ, CBS, first vp; TOM O'BRIEN, WINS, second vp; CHARLES CAMPBELL, freelancer, secretary; IRVING HEITZNER, freelancer, assistant secretary; Richard Milbauer, Newsfilm USA, treasurer, and GEORGE JORDAN, NBC, sergeant at arms. WALTER ARM, deputy commissioner of the New York police department, was selected as the recipient of the first annual Freedom of Information Award for his role in "recognizing equal access rights to the news."

MIKADO to MOZART*

*or, how our great variety of music makes us one of Los Angeles' top six radio stations (according to February 1960 Pulse)

Good music commands a quality audience—and here at KFAC AM and FM a *big* audience, too. Credit goes to KFAC's musical variety. A world of melody, light and serious, ranging from Broadway to Beethoven, is presented with such lack of repetition that **no title is played more than once in ten days of programming.**

KFAC renewals tell the story. 43 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

WHAT ARE YOU LOOKING FOR AT THE NAB CONVENTION?

LOOKING FOR FUN

Governor Television's
3 day continuing
Cocktail Party . . . with

- *Miss California*
- *Non-stop entertainment*
- *Hi-speed bar service*
- *Continuous smorgasbord*

LOOKING FOR PROFIT

Governor Television's
Post 1955 American
Star Package . . . with

- *major company releases*
- *leading American stars*
- *proven box-office values*
- *titles at convention*

LOOKING FOR VALUE

Governor Television's
Other New Attractions
And Proven Winners . . . like

- *New! Rendezvous with Adventure*
- *New! Wonder World*
- *Laurel & Hardy*
- *Buck & Pepito*

LOOK FOR SUITE 1218A

Hotel Conrad-Hilton
April 4, 5, 6

Governor Television Attractions
375 Park Avenue, New York 22, N. Y.

TV Network. Mr. Boschetti has been connected with various areas of operations department for past 10 years. Mr. Kane formerly was with radio-tv department of McCann-Erickson, Inc., involved in both business administration and production of commercials for tv.

■ CHARLES E. LARKINS, formerly with KTUL-AM-TV Tulsa, Okla., to WOAI-TV San Antonio, Tex., as promotion manager.

■ MICHAEL J. SHAN, formerly account executive with Baker/Johnson & Dickinson Adv., Milwaukee, to WISN-TV, that city, in similar capacity. WILLIAM M. PLANTE, formerly with WNMP Evanston, Ill., joins WISN as announcer.

■ BOB KILEY joins WISH Indianapolis as account executive.

■ JOSEPH P. ALEY, formerly radio account executive at the Weed Co., station rep, to The Branham Co., N.Y., in similar capacity. LEIF LINE joins Branham in promotion and research department.

■ JOHN DEMOTT joins KEYT (TV) Santa Barbara, Calif., as account executive.

■ WILL FOWLER, formerly pr director of American Airlines and previously writer for Red Skelton, appointed director of news and public affairs for KTTV(TV) Los Angeles.

■ BERNARD J. SHUSMAN, formerly newswriter-reporter for WBUD Trenton, N.J., to WAST Albany, N.Y., as news editor.

■ BOB CARMICHAEL, formerly program director of KREM Spokane, to KQDE Seattle, both Wash., in similar capacity.

Directors elect

CACTUS PRYOR, KTBC-TV Austin, Tex., elected president of Southwestern Assoc. of Program Directors for Television. Other officers: JOHN FURGUSON, WBRZ-TV Baton Rouge, La., 1st vp; PETE MCCAUSLAND, KENS-TV San Antonio, 2nd vp; JOHN ARVILLE, KWTV (TV) Oklahoma City, secretary; LARRY MCHALE, KLAB-TV Alexandria, La., treasurer; JOE JERKINS, WKY-TV Oklahoma City, immediate past president and BOB ODOM, KLFY-TV Lafayette, La., JACK BOMAR, KATV (TV) Little Rock, Ark., J.B. CHASE, KOCO-TV Oklahoma City and BERNIE BRACHER, KROD-TV El Paso, Tex., all directors.

■ SANDY PAUL, formerly program director-announcer at KAFE-FM Oakland, to KIBE and KDFC (FM) San Francisco in similar capacity.

■ HAL B. MCCARLEY, WBLE Batesville, elected president of Mississippi Broadcasters Assn., succeeding JOSEPH W. CARSON, WOKK Meridian. Other officers elected: FRED BEARD, WJDX Jackson, vp, and CLETE QUICK, WSUH Oxford, secretary-treasurer.

Programming

■ HAROLD CLASTER joins Romper Room (international tv kindergarten show) as corporation vp.

■ WILLIAM FINKELDEY, vp, Show Corp. of America, joins Crosby/Brown Productions as eastern sales manager, with offices at 230 Park Ave., N.Y.

■ RUSS RAYCROFT, national tv director of Wilding Pictures, named eastern sales manager of UPA Pictures with headquarters in New York.

■ HERBERT T. SCHOTTENFELD, vp in charge of legal affairs of United Artists Corp. tv operations, named assistant to general counsel of UA.

■ FRANK EYRL named assistant general business manager of United Press International with headquarters in New York. Mr. Eyrl has been director of services for UPI in Germany, Austria, Italy and Scandinavian countries since 1950.

■ PAT MCCORMICK and RIC EYRICH join staff of NBC-TV's *The Jack Paar Show*.

■ GERRY GERONIMI, cartoon director at Walt Disney Studios for 29 years, joins UPA pictures Inc. as director for shorts and tv spots.

■ OSCAR RUDOLPH, veteran tv director who has worked on *Alcoa-Goodyear Theatre*, signs three-year directing contract with Screen Gems, N.Y.

■ JAMES D. HAWTHORNE joins Wilding Inc. (film producer) as account executive in Cleveland office.

Equipment & Eng'ring

■ TED S. HOFFMAN, corporate director of industrial relations of Hoffman Electronics Corp., Los Angeles, named vp.

■ S. MARTIN FASSLER named manager-marketing for General Electric tv receiver department, Syracuse, N.Y. He formerly was manager of radio marketing.

■ WILLIAM H. WEED appointed advertising and sales promotion manager for Raytheon Co's, Newton, Mass., industrail components division. DR. GLEN WADE appointed associate director of

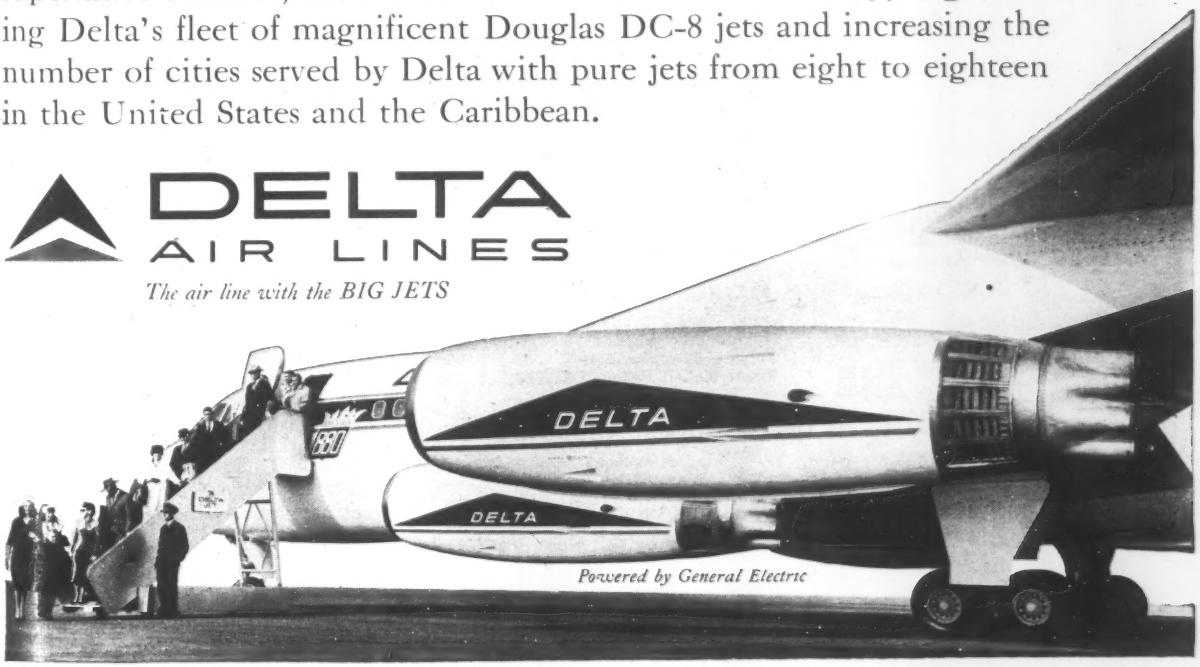
DELTA AIR LINES PRESENTS THE CONVAIR 880

World's Fastest Jetliner

Aristocrat of the Jets

Pure white, pure jet, pure luxury . . . these are the marks of the world's fastest jetliners, Delta's new Convair 880's. Carrying 84 passengers in superlative comfort, the 880's will make their debut in May, augmenting Delta's fleet of magnificent Douglas DC-8 jets and increasing the number of cities served by Delta with pure jets from eight to eighteen in the United States and the Caribbean.

DELTA
AIR LINES
The air line with the BIG JETS



Powered by General Electric

Gillin award

DAVID A. GOURD, president of Radio Nord Inc., operators of CKRN Rouyn, CKVD Val D'Or, CHAD Amos, and CKLS La-Sarre, all Quebec, was presented with the John J. Gillin Jr. memorial award for public service at the annual dinner of the Canadian Assn. of Broadcasters March 23. The award, in memory of John J. Gillin Jr. of WOW Omaha, Neb., who regularly attended CAB meetings, has been presented annually since 1951.

engineering and general research for microwave and power tube division.

■ ROUHOLAH ZARGARPUR and ROBERT NORDIN named manager of manufacturing engineering and manager of designs and specifications, respectively, for Shure Bros. Inc., Evanston, Ill., producers of hi-fi equipment and electronic components.

International

■ STEVE KRANTZ named general manager of Screen Gems Ltd., (Canada) and will set up Canadian co-production arrangements for both tv film and video tape programs for world wide distribution. Mr. Krantz has been director of program development for Screen Gems Inc., N.Y., since 1956, and before that, program director of WRCA-AM-TV, that city.

■ JIM MORRIS, formerly of Young & Rubicam Ltd., Toronto, appointed sales manager of CBM Montreal, and CBC English-language radio network in Quebec province area.

■ GAYLE HONEY, formerly of Cockfield, Brown & Co. Ltd., Toronto advertising agency, named program organizer of farm and fisheries department of Canadian Broadcasting Corp., Toronto.

■ GWEN RUDOLPHE, radio-tv timebuyer of Foster Adv. Ltd., Toronto, to Baker Adv. Ltd., there, in similar capacity.

■ FERN LANGLOIS, audio operator of CKGN-TV North Bay, Ont., to CHEX-TV Peterborough, Ont., in similar capacity.

■ RALPH FEAR, salesman of CHEX Peterborough, Ont., to sales manager of CKGB Timmins, Ont.

■ MICHAEL WYNN-WILLSON, formerly air personality with WSEX Hamilton, Mass., to BBC-TV London as host of new show, *Laugh Line*.

Allied Fields

MR. BATTISON

■ JOHN H. BATTISON has announced establishment of consulting radio-tv engineering office in Washington, D.C. (LaSalle Bldg.). Mr. Battison, most recently owner-operator of KAVE-AM-TV Carlsbad, N.M., was assistant chief allocations engineer, ABC, 1947-49, operated his consulting engineering office in Washington until 1955, and after sale of KAVE properties served as consultant in the building of the $3 million studio facilities for Associated Redifusion Ltd. in London.

Deaths

MR. KATZENTINE

■ A. FRANK KATZENTINE, 58, owner of WKAT Miami Beach and formerly mayor of that city, died March 27 of heart attack. Mr. Katzentine was one of three losing applicants in famed Miami ch. 10 case. He broke into broadcasting in 1937 when he founded WKAT.

■ CHARLES E.J. CLIFFORD, 59, creative director and vice chairman of Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., died of heart attack March 29. He previously was vp of Benton & Bowles, working on such accounts as Coty, Procter & Gamble, General Foods and CBS.

MR. MAHLER

■ MYRON A. MAHLER, 46, senior vp, creative director for air media and principal of Mogul Williams & Saylor, New York, died of cancer March 29. Mr. Mahler wrote many radio-tv commercial jingles, of which some of the better-known were: "National Shoes Ring the Bell" and "Man Oh Manischewitz, What a Wine!" He joined the agency as copywriter in 1943 and had served company continuously since that time.

■ JAMES T. RICHARDSON, 36, vp of Caldwell, Larkin & Sidener-Van Riper, Indianapolis advertising agency, died March 20.

■ FRANKLIN P. ADAMS, 78, former newspaper columnist, playwright and panelist on *Information Please*, both on radio and tv, died March 23.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

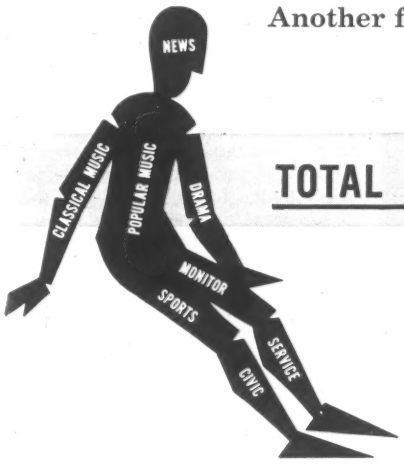
CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: El Dorado Chemical Plant, Inorganic Chemicals Division, Monsanto Chemical Company, producing fertilizer products for agriculture, El Dorado, Arkansas.

total RADIO

WWJ makes it easy for Bengal fans to enjoy every daytime game during the 1960 season. Located near the middle of the dial at 9-5-0, and with power that blankets Detroit and southeastern Michigan, WWJ garners a tremendous audience for the baseball games and adjacent programming.

Another facet of WWJ's Total Radio concept—another reason to call your PGW Colonel today.



TOTAL RADIO FOR THE TOTAL MAN

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

YOUTH CONFERENCE RAKES OVER TV

Calls for tighter government controls; better program quality

Resolutions condemning tv and radio programming and calling for more stringent government control over broadcasting were voted unanimously by the 1960 White House Conference on Children and Youth. Several forums were held on mass media's effect on youth with tv coming under the heaviest barrage. The White House Conference is an international decennial meeting in Washington—this year over 7,500 educators, social workers and civic group representatives attended.

Among the resolutions was one calling for mass media, with special emphasis on radio-tv, to accept "greater responsibility for transmitting the ideals and values which make for the wholesome American culture." It suggested that federal regulatory and self-regulating agencies should improve the quality of programming and advertising and take steps to eliminate shows with emphasis on sex and crime.

Another resolution, to implement the first, recommended that the President appoint "a high-level advisory board to make suggestions to appropriate agencies regarding content of radio and tv programming" especially as it affects children and youth.

Still another resolution recommended public and private financial support at local, state and national levels for further development of non-commercial educational stations. A bill which would accomplish this objective has been passed by the Senate with a similar bill reported favorably by the House Commerce Committee.

Fireworks ■ The conference, which was marked by a series of crises in several areas, exploded two bombshells concerning broadcasting. On March 28, Irving Gitlin, program executive, creative projects, CBS News, New York, addressed a forum in which he called for a crash research project to discover the effect of tv on children. He emphasized that "tv is America," and that it is each citizen's responsibility.

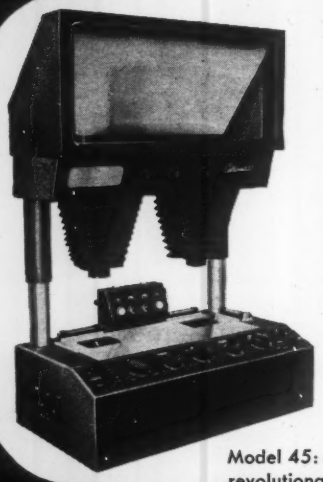
The next day several conference members charged that the forum had been weighted in favor of the networks by presenting Mr. Gitlin as the first speaker. Mr. Gitlin replied that the charge was irresponsible "particularly in view of my plea to the broadcasting industry and the public at large for special attention to research and action in the area of children's programming."

On March 29 Eva H. Grant, editor of the National Parent-Teacher Magazine, Chicago, fired both barrels at radio-tv in another meeting of the same mass-media forum. She said the networks were not "giving the public what it wants," and that "we dare the networks to have a national survey, conducted by a reliable research agency, on what people want to see. . . . We would wager an oil-king's income tax that the American people's TV-IQ will be higher than the moronic one usually attributed to them." She implied that current tv ratings are loaded and invalid. As for tv commercials, Mrs. Grant claimed they are turning preschool children into "little tyrants of

Now . . . for the First Time, Every Independent Station Can Own the All-New

Cellomatic®

ANIMATION PROJECTOR



NOW YOU CAN HAVE live, on-the-air or taped animation . . . quickly, easily . . . without costly motion picture film . . . as used successfully by all the national networks since 1954. Cellomatic's new projector, to be shown for the first time at the NAB Convention, brings this equipment within every TV station's budget . . . for newscasts, commercials, weather shows, sports round-ups and general programming. Be sure to see our exciting demonstration at the Cellomatic Booth!

Model 45: one of three revolutionary new models.

See our Full Line of Animation Projectors at NAB--Booth 37N

Cellomatic CORPORATION

756 Seventh Avenue • New York 19, New York

Leaders in Audio-Visual Equipment

GULF PRESS CONFERENCE **9**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

Size for whose sake?

Big Business, some will answer quickly, serves only itself. Its aims, as they see it, are fewer and fewer competitors, fatter and fatter profits. They ignore the fact that much of today's business is big simply because it *has* to be big to supply our needs. Let's look at a few facts on business that are all too often overlooked.

Q. These days, exactly how big is the job Oil must do?

A. Let's express it in production figures. These, of course, only hint at our huge consumer appetite for oil. The industry refined 2,789,404,000 barrels of crude oil in 1958. That's more than 7,642,000 barrels a day. We also drilled 47,758 new wells. Doing so helped add 235,512,000 barrels to our proven reserves underground. That's one more assurance we have of continuing to meet our oil needs tomorrow.

Q. In doing this job, don't a few big companies dominate the rest of the industry?

A. Not at all. The industry includes some 12,000 individual oil producers and 28,000 individual marketers. And there are 291 operating refineries in the U. S. owned by 186 different companies. No one or two or ten of these companies monopolize the business.

Q. How is the volume of business spread among these refiners?

A. In 1958, the largest refiner had 10.3% of all refinery production. The top five refiners together had 37.9% of this "run." The top ten had less than 61%. Refining is big business—but it doesn't rule out healthy competition.

Q. But why must refining companies be big business in the first place?

A. A few statistics may help answer that one. Today's standard 50,000-barrel-a-day refinery costs about $75-80 million. And while the outlay for capital equipment for all U.S. industry runs to $17,900 for each production worker, it comes to $77,700 for the refining industry. A small business could hardly afford that.

Q. Up to now we've talked a lot about refining. What of exploration?

A. Our driller today spends $13.80 to drill just a single foot. And, on an average, he must go down 4,160 feet to find oil—if he finds it at all. A "dry" hole cost $2,000 in 1859 when the U. S. oil industry was born. Today it can run up to $3 million. Yet, drilling costs are only part of the picture. Companies now searching for oil in offshore waters, just as an example, operate the biggest helicopter service in the world.

Q. Then there is little room for the "loner" in the oil industry.

A. As far as risky foreign operation and costly offshore exploration go this is probably true. But onshore, here at home, not true. Take drilling. The small "independents" were able to provide three of eight barrels of oil the U.S. produced. Also, most of the country's 574,900 oil wells are small producers, averaging 11.7 barrels a day. So, there is a special need for these "independents." But their oil must be transported by pipeline and often by tanker, too, to its refinery destination. This again is big business.

Q. Do we need bigness at the selling end of the business too?

A. No, as we already said, there are 28,000 marketers in the oil industry. And there are about 200,000 primary service stations selling oil products to the public. About 90% of these stations are owned by small independent businessmen.

Q. You suggested before that bigness helped here at the gas pump. How?

A. It has helped raise the quality of oil products while holding down the cost to the public. For example, to raise gasoline octane by just one number to meet the needs of today's high compression automobile engines costs the industry some $200 million. And oil has kept up with the costly race to boost quality without an appreciable rise in prices.

Q. Can you cite some figures on price holding?

A. Gasoline prices, excluding Federal and State taxes, averaged 20.27¢ a gallon in 1949, against 21.09¢ in 1959. That's a rise of less than a penny a gallon in over ten years. Of course, gasoline taxes jumped from 6.52¢ to 10.12¢ in the same period. The whole range of oil product prices has risen far less than the U. S. index of retail commodity prices.

Q. Even so, aren't oil industry profits way above other industries?

A. Hardly. The stiff competition, the risks of exploration, and the rising costs we spoke of all help keep oil profits down. The industry's net income after taxes in 1958 was 10.2% of net worth, against 9.8% for all manufacturing. Bigness does *not* mean exorbitant profits.

Q. If bigness hasn't meant exorbitant prices or profits, hasn't it given the oil industry undue power in our government?

A. If anything, it's the other way around. The criticism that bigness has to be "badness" dogs the oil industry in devious ways. The industry, for example, has been called on the carpet by one branch of government for doing what another branch has asked. But, often the public only remembers the headlines of the charge, even though no basis for it existed. Again and again, big business is hurt by lack of knowledge about it. The best defense for bigness is helping people understand it.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

the supermarket," and that "as long as children are considered a market, the air will permit the free exploitation, and not the freedom and dignity, of the young."

Vulgarity and bad grammar on the air also met with Mrs. Grant's violent disapproval. Furthermore "we parents do not want our children viewing programs that take them on a voyage of violence," she said. "A program's success seems to depend on how high a heap of dead men pile up in 25 minutes." She ended her polemic with the warning that unless abuses were rectified "many of us will not only turn off the dial, but also unplug the set and see that it stays unplugged."

TIO Responds ■ Mrs. Grant's speech brought immediate response from Louis Hausman, director of the Television Information Office. He said her challenge for an accurate survey had been accepted "months before it was ever issued." He called attention to a CBS-financed project, being conducted by independent experts, encompassing a detailed survey and analysis of what people want from tv, which had been announced a year ago by CBS President Frank Stanton.

George Comte, vice president and general manager of WTMJ-TV Milwaukee, wired industry leaders in response to Mrs. Grant's "dare" that he believes a "competent survey announced as a tv effort of NAB at the convention" would do a great deal to counteract current unfavorable publicity. He stated that WTMJ-AM-TV "would be happy to underwrite a fair share of the effort and urgently urges consideration of the project."

Many of the speakers at the forum took a less dim view of broadcasting. Dr. Frances Horwich, "Miss Frances" of *Ding Dong School* stated "Tv is the most potent means of communication and exerts pressure on children and youth. However, this is not the single responsibility of tv, but the combined responsibility of home, school and church." She suggested tv stations should have professional child experts on their staffs.

Dr. Leo Bartemeier, medical director of the Seton Psychiatric Institute, Baltimore, minimized tv's adverse effects on youth. "By the time children are old enough to watch tv their basic patterns are already established. Their reactions to tv programs are the same as their reaction to family or teacher," he said. Parents who blame tv for their children's misbehavior are only denying their own responsibility, he asserted.

Excessive Viewing ■ Dr. Chester D. Babcock, executive director of instruction and curriculum research, Seattle public schools, said that excessive watching of tv or listening to radio was the major evil or problem. He commended etv as a teaching aid.

Newspapers, magazines and comic books also received passing criticism from various speakers.

Programs cited by the mass-media forum as "true to life, wholesome and presenting positive ideals with a desired emphasis" were: *Father Knows Best, Leave It to Beaver,* the *Danny Thomas Show,* Walt Disney programs, *Twentieth Century* and *Omnibus.*

Hallmark plans fund for tv drama, writing

Establishment of the Hallmark Fund for Television Drama and the inauguration of an international teleplay writing competition were announced last week by Hallmark Cards as a two-point program to stimulate the writing of original dramatic works for tv. Both activities, set up as part of the celebration of the greeting card company's 50th anniversary this year, are expected to continue indefinitely, J.C. Hall, president, said Wednesday (March 30) in announcing the program in Los Angeles.

The fund was described as a revolving sum of from $50,000 to $250,000 which will be available to George Schaefer, producer-director of the *Hallmark Hall of Fame* series on NBC-TV, to draw on in purchasing original tv dramas and in financing the awards. The first competition will get under way immediately with a Sept. 1 deadline offering cash prizes of $5,000, $3,000 and $1,500 for original 90-minute dramatic scripts suitable for presentation in tv.

Citing the success of "Little Moon of Alban," one of the few originals to have been used on the Hallmark Series, Mr. Schaefer said that while funds have always been available for the purchase of original scripts for *Hall of Fame,* the new setup will enable him to commission treatments and to encourage top professional writers as well as unknowns to turn their hands to tv dramas. "If two out of next year's six *Hall of Fame* broadcasts turn out to be originals, I'll feel extremely happy," he said.

OCCASION

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 4-8, 11-13 (6:30-7 a.m.) **Continental Classroom.**

April 4-8, 11-13 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

April 4-8, 11-13 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

April 5, 12 (8:30-9:30) **Ford Startime,** Ford through J. Walter Thompson.

April 5, 12 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

April 6-13 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

April 6-13 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 7 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 8 (8:30-10 p.m.) **Art Carney Show,** A.C. Sparkplug through Campbell-Ewald & United Motors Service through D.P. Brother.

April 9 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

April 9 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

April 9 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

April 10 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

April 10 (11 a.m.-noon) **Palm Sunday Church Service,** from Christ Episcopal Church in Cincinnati, Ohio.

April 10 (2-4:30) **NBC Opera Co.** presents Mozart's Don Giovanni, Florist's Telegraph Delivery through Keyes, Madden & Jones.

April 10 (6:30-8 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

April 10 (8-9 p.m.) **Our American Heritage,** sustaining.

April 11 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Schubert returns

In a turnabout transaction, Bernard L. Schubert Inc., New York, reported last week that control of the company has been re-assumed by Mr. Schubert and his financial supporters. National Outlook Corp., a New York investment company, had assumed control recently of the tv film production-distribution company on the basis of debts owed by the Schubert company (BROADCASTING, March 7), but the Schubert group since has retired all the debts.

Medical scoop

The life-saving discovery of two chemical regulators which prevent fatal hemorrhaging in lukemia was first announced on the weekly *Hospital Corridors* program on WTOL-TV Toledo, Ohio. The program, usually seen at 2 p.m. Saturdays, was shifted to a preempted half-hour of prime time—Wednesday, March 23, 8 to 8:30 p.m.—due to the significance of Dr. Bernhard Steinberg's announcement. Dr. Steinberg said on the program that the effect of the regulators on lukemia patients can be roughly compared to the use of insulin on diabetics, but he emphasized that the discoveries would not be available for public use for at least two more years. Dr. Steinberg, a Toledo pathologist, has been working with blood cells for 14 years. *Hospital Corridors* is produced by WTOL-TV in cooperation with the Hospital Council of Toledo.

the lion's share in March

	Average Audience Ratings*
ABC-TV	20.8
NET Y	20.0
NET Z	18.3

*Source: Nielsen 24-Market TV Report, average audience, 7 nights, 8-10:30 PM, average for 4 weeks ending March 20, 1960.

ABC TELEVISION abc

SPRING PREVIEW OF FALL PILOTS

Ample supply of shows on hand to fill next year's vacancies

Producers emphasize situation comedies instead of westerns

A healthy abundance of tv program pilot films and tapes is on hand to help fill the vacancies in next fall's network schedules.

However, since about two-thirds of next season's programs will be additional chapters of existing shows, the spring pilot market is definitely a "buyers market."

What is left open is important, though. It's about 25 hours of network time each week. That's room for 50 new half-hour programs. At an average production cost of $40-50,000 per half-hour, this adds up to better than $2 million weekly.

Currently eyeing those network timeslots are the producers of more than 150 pilots. In some cases the pilot is ready for showing. In some, the script is ready for filming or taping. In other cases the idea is still in the talking stage. Only a handful will succeed in completing the full course from creator to producer to sponsor to network, thus assuring financial backing for production of a series of 26 or 39 programs. Of the network rejects, some will show up in syndication for sale to individual tv stations.

Along Agency Row ■ In New York, the major agencies are already screening the pilots of potential new tv shows. Last week, BROADCASTING took a cross section sampling of agency reactions and opinions. (Top programming executives were checked in each case.)

On the basis of pilots seen so far, it appears that situation comedies are receiving the chief emphasis of the production companies.

The current move in programming appears to be toward the non-violent, lovable and light format of family situations that entertain without shocking. Westerns are still being pushed. But there are fewer western pilots as so many of the current quick-draw, shoot-

Photo at left ■ In the past few weeks agencies have been holding screenings such as this one in New York at McCann-Erickson (of MGM-TV's *Dr. Kildare* pilot film). At right (l to r): Thomas P. Losee, executive vp and assistant general manager; Thomas A. McAvity, vice president, client services; Mary Harris, director, tv-radio programming services; backs to camera: George Newi (foreground), junior executive, new program development; Hal Graham, director, tv-radio client services; Curt Peterson, account executive, all M-E Productions (programming division of agency).

em-up series are slated to continue next year.

The buying of series on the basis of pilots is, for the most part, in advance of last season. But so much of a client's buying decision is keyed to a network "lock up" of schedule that there is still some time to go before the buying of pilots reaches a peak.

Same, Better, Bad ■ In the opinion of agencies checked, the quality of pilots seen ranges from the "same as last year" to "a little better"—or as one agency put it: "bad."

Agencies interviewed included J. Walter Thompson; McCann-Erickson (M-E Productions, Inc.), Benton & Bowles; Sullivan, Stauffer, Colwell & Bayles; William Esty; Grey Adv.; Fletcher Richards, Calkins & Holden; Cunningham & Walsh, and another major tv agency that asked that it not be identified by name.

Reason for the agency executive seeking anonymity became obvious when he said he had seen 70 or 80 pilots and could point to only "one or two I could flip over." A half-dozen to a dozen, he said, were "interesting" but the "concept or director should have been changed." His overall judgment: run of the mill "except for a very few which were extremely poor."

One agency noted that one-hour network shows generally appear to be committed. But, half-hours "are not locked up more than usual."

Early Buys ■ Benton & Bowles reports it has purchased three shows—two for General Foods (*The Andy Griffith Show* produced by Marterto and *Angel* produced by CBS Films) and a third, for Procter & Gamble (*Peter Loves Mary* starring Peter Lind Hayes and Mary Healy and produced by Four Star Productions). *Angel* will be on CBS-TV. The other two are not yet set. B&B buying is ahead of its 1959 pace.

In another purchase last week, it was announced that Kaiser Industries has purchased *Hong Kong* an hour-long show for exposure on ABC-TV next fall (see page 113).

Buying on the networks is still unsettled. One large agency said the situation varies according to advertiser. In some instances, networks are unable to answer client orders. In general, ABC is scheduling earlier, the situation is spotty at NBC while CBS appears "unwilling" to lock up its schedule this far in advance.

William Esty observed that one reason for advance selling of pilots is the need for producers to have more time to start production once a plot has been accepted. It was added that the danger of a writers' strike "could defeat everybody's purpose."

Agencies generally agreed there's a sharper advertiser interest in situation comedies but "no slack in interest" for westerns, which continue at about last year's level. Also mentioned: private eye shows, mysteries and non-western action programs.

The Catalog ■ The following list of capsule descriptions of 1960 pilots was assembled by BROADCASTING in Hollywood as a spring buyer's guide of tv shows now in the making. The list is not complete. No such compilation ever could be when listed items are being dropped and new ones added almost daily. But it does give an indication of what *may* be added to the nation's tv diet come fall.

(Unless otherwise noted, the individual series is a half-hour show, on film, in black-and-white.)

Action-adventure

Arena—A young sports promoter and his society girl friend are the central characters in this behind-the-scenes sports series, created by Art and Jo Napoleon for Ron Com. Producer: Nert Nodella. Executive producer: Alvin Cooperman. Harry Julian wrote the pilot, to be filmed this month at 20th Century-Fox Tv.

Asphalt Jungle — An incorruptible police commissioner attempts to clean up a corrupt city in this tv version of the MGM movie, an hour-long series which MGM-TV is packaging for ABC-TV.

The Barbarians—The second Punic War (218-201 B.C.), when Hannibal's armies were invading Italy, is the setting for this adventure series of 60-minute color shows which Mahin-Rackin Productions will film this spring on location around Rome for NBC-TV. John Lee Mahin and Martin Rackin are co-producers and will also write some of the scripts. Jack Palance will star.

The Beachcomber — Adventure and humor in a South Seas setting. Filmaster is producing at Republic Studios and on location in Hawaii. Producer: Joseph Shaftel. Writer: Walter Brown Newman. Star: Cameron Mitchell.

The Blue and the Gray—Ben Canfield (Darryl Hickman) is a Union soldier; his brother Jeff (Dick Davalos) wears the Confederate gray, in this Civil War series of 60-minute telecasts which NBC-TV is readying. James Warner Bellah is writing the scripts from authentic narratives collected by historian Henry Steele Commager, story consultant for the series. Pilot is being filmed at MGM with Gordon Kay as producer, R.G. Springsteen as director.

The Boston Terror — A Harvard trained criminologist, played by Robert Vaughn, is the focal point of this Homewood Productions series, created by Blake Edwards, who will supervise the entire production, and Tom Waldman, who wrote the pilot with Frank Waldman. Tom Waldman produced the pilot and will produce the series.

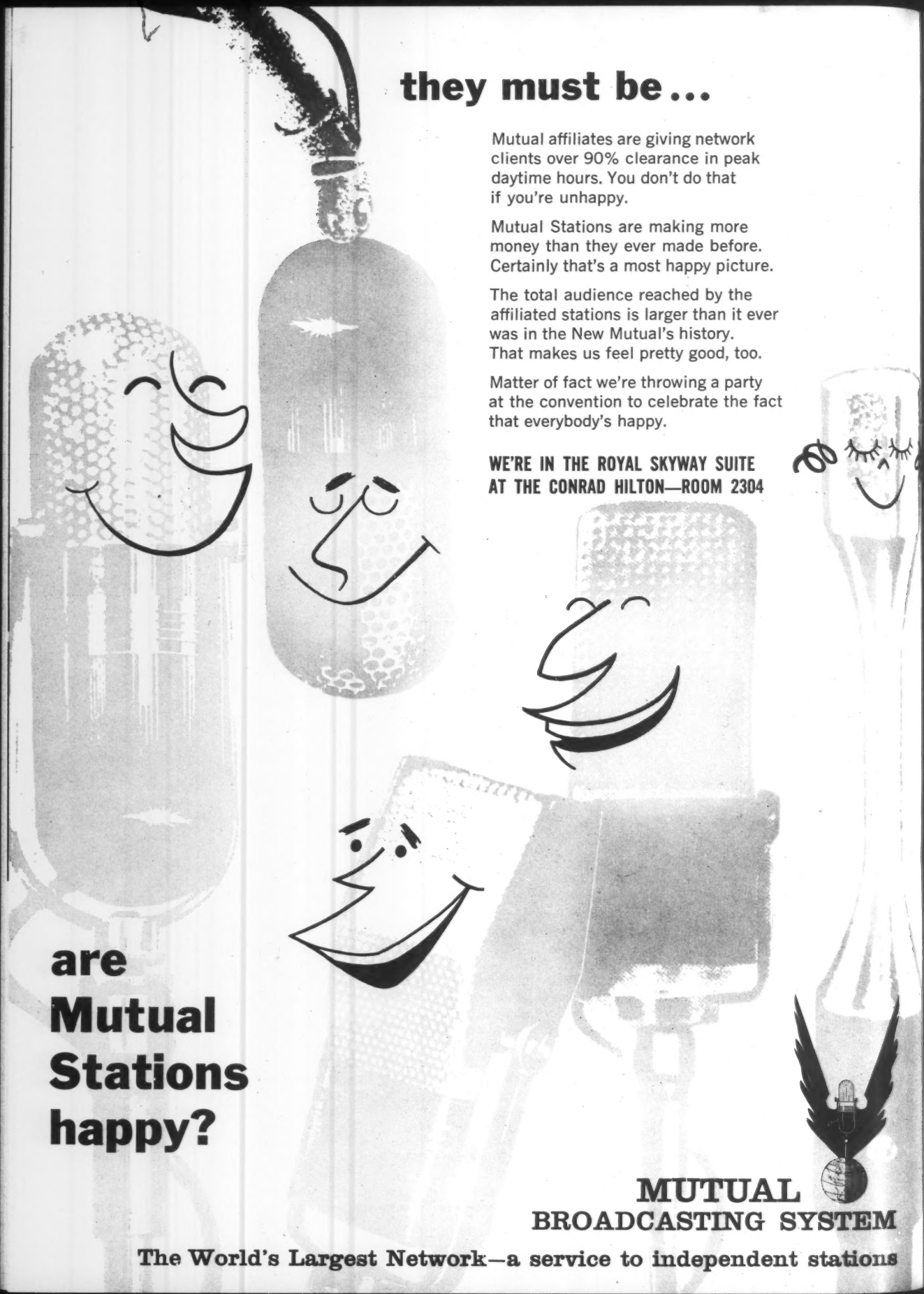
Box 13—A fiction writer uses classified ads—"will go anywhere, do anything. Box 13"—to get material for his novels in this series, based on Alan Ladd's radio show. A Jaguar Productions package, with Alan Ladd as producer, William Leslie as star. Pilot was filmed at Paramount.

The Brothers Brannagan — Two brothers, one serious, the other easily diverted from business, especially by a girl, are partners in a Phoenix detective agency in this CBS Films series. Steve Dunn and Mark Roberts are starred. Wilbur Stark is producer. Six episodes have been filmed at MGM.

Call Me First—"If in trouble call me first," read the ads placed by a modern day Don Quixote who relieves the monotony of his daytime occupation as owner-manager of a book store by aiding those in trouble. Reed Maxwell and Jackie Coogan are co-starred in this CBS Films series, created and produced by Herb Meadow, with Paul Stewart as director. Pilot went before the cameras March 24.

Canine Six—The Canine Corps of the Baltimore Police Dept. provides the setting for this hour-long series which Sharpe-Lewis Productions is producing for CBS-TV. Don Sharpe and Warren Lewis created the series and are co-producers. Nat East is the star. Pilot was filmed on location in Baltimore.

Danger Zone—Real events, recorded by Pathe newsreel cameramen, and in-



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BROADCASTING SYSTEM

The World's Largest Network—a service to independent stations

terviews with men who took part in them, make up this documentary-action series which Ross-Danzig is producing for distribution by Crosby/Brown Productions. Col. Gregory (Pappy) Boyington is host.

The Drumbeater — The old west (1870's) is the setting, but the hero is no hard riding, fast shooting cowboy, he's a press agent in this series created by Billy Friedberg and Doc Simon. Tony Randall will star. Ed Montagne will produce, with Abner Greshler as executive producer. Co-producers: CBS-TV, R.G. Productions and Bonnaker Productions.

For Men Only—Lee Cobb will act as host and narrator of this anthology series of adventure stories that will be filmed at Desilu for ABC-TV.

The Glorious Fourth—The exploits of the fourth regiment of the Confederate army are shown in this Screen Gems series, written and produced by Richard Simmons and starring Dick Yorke. William Sackheim is executive producer. Initial episode is to be used as tonight's (April 4) program of the *Alcoa Theatre* series on NBC-TV.

Headquarters — New York's Headquarters Squad provides the setting of this police drama series. Alvin Boretz wrote the pilot; Franklin Schaffner is the producer. Schaffner-Boretz is producing it for NBC-TV.

Hollywood Angel—This differs from the usual Hollywood-based adventure series in that the central character, Christopher Angel (played by Robert Webber), is a public relations man, not a private eye. NBC-TV is producing, with Richard Berg as writer-producer.

Hong Kong—A foreign correspondent, Rod Taylor, whose newsbeat is Asia, is the central figure of this series, created by Robert Bruckner, with William Self as executive producer. 20th Century-Fox Television produces for ABC-TV, which will broadcast the hour-long series Wednesdays, 7:30-8:30 p.m., with Kaiser Industries as sponsor.

The Iron Horseman—Adventures in the early days of railroading in the Southwest. Pilot, to be produced by Mirisch Video for NBC-TV, with William H. Wright as producer, was written by Leslie Stevens and Richard Alan Simmons.

The Islanders — Attractive con-girl teams up with two young adventurers (male) to start an air line operating among the islands of the South Pacific. Diane Brewster, Bill Reynolds and James Philbrook are starred. MGM-TV has completed pilot for ABC-TV. Producer: Richard Bare, who also created the series of hour-long programs.

Jericho—A gentleman gunman (Guy Madison) accepts assignments as an unofficial secret service agent for the President and others in a late 19th century period. Guy Madison Production is packaging; Herb Meadow wrote the pilot, which was produced by Helen Ainsworth, with Herbert Mendelson as associate produced.

Joe Domino—A man who, for money, will get done things not easily accomplished through usual methods, is the title character in this series which Filmways Tv Productions is preparing. Al Simon is producer. Leonard Heideman wrote the pilot, which will be filmed when the lead has been cast.

Jim Dandy—John Raitt, portraying a traveling salesman in the West in the 1890's, will occasionally do a bit of singing along with his acting. Filmaster is packaging this series, created by Herman Hoffman and Jack Emanuel, with Ned Perrin as producer. Pilot is completed.

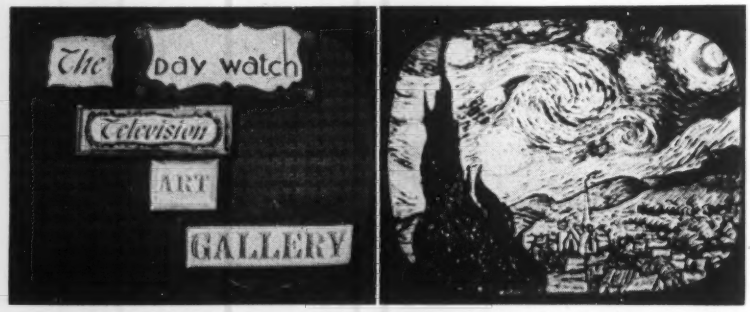
King of Diamonds—The New York diamond market is the setting for this CBS-TV packaged series, which Harry Tatleman will produce. Harold Medford wrote the pilot.

Klondike—The Yukon gold rush of 1897-99 is the setting for this adventure series, based on Pierre Barton's book, "*The Klondike Fever*." Ziv Television Programs is filming the pilot for NBC-TV. Producer: William Conrad. Writer (pilot): Sam Peckinpah. Star: Ralph Taegar.

Las Vegas Beat—The nation's gambling capital and its lavish entertainment spots provide the background for this series to be produced by Goodson-Todman in association with Fenady-Kershner - Kowalski. Andrew Fenady, Irvin Kershner and Bernard Kowalski, conceived the idea and will serve as writers and producers of the series.

Latitude Zero — Adventures underwater comprise this science-fiction type

Hong Kong-ward ■ At least one tv pilot has found an angel for next year. A group from the U.S. mainland journeyed to Honolulu to sign up Kaiser Industries for *Hong Kong*, one-hour series to premiere on ABC-TV next season. Principals in the deal are Henry J. Kaiser (seated l) and ABC-TV President Oliver Treyz (seated second from r). Others at the luau (l to r): Edgar F. Kaiser, president of Kaiser Industries; Peter G. Levathes, president of 20th Century Fox Televison; Mort Werner, vice president in charge of television operations, Young & Rubicam, New York, and William Calhoun, Young & Rubicam vice president in San Francisco.



Mass audience museum ■ Vincent Van Gogh stands to gain an unprecedented audience of millions in a week over the "day watch" service on WNTA-TV New York. Paintings such as "Starry Night" (above r.) from five museums are shown hourly on the nine-hour show, Monday through Saturday. WNTA-TV puts its weekly audience at 1.4 million different homes and 1.6 million patrons of shopping areas. Art collector Sefig S. Burrows is consultant on the project which offers paintings from the Museum of Modern Art, Whitney Museum, Guggenheim Museum, Brooklyn Museum and Newark Museum. WNTA-TV televises a quantity of its own "live" art in the course of a day, focusing cameras on mechanical toys, animals, goldfish, babies, children and other sights over a musical background. A total 260 shopping areas are equipped for "Daywatch Storevision," including supermarkets, drug stores, laundry centers, appliance stores, luncheonettes and restaurants.

series, filmed in color and combining live and animation sequences with special effects. Created by Anne and Tod Sherdeman. Don Sharpe and Warren Lewis are co-producers. Not cast yet.

Love and War—A pair of tv cameramen, Richard Greene and Robert Strauss, chase news, adventure and dames in this comedy-adventure series to be filmed by Revue Productions for CBS-TV. Producer: Richard Irving. Initial episode will be seen as a *G.E. Theatre* program.

The Man—An undercover operator (Neville Brand) fights crime on a global scale in this series created by Bernard Girard, who is also writer-producer, with Philip N. Krasne as executive producer. Pilot was filmed at California Studios.

The Man from Washington—Based on files of the U.S. Dept. of Interior. NTA will film pilot in April. Producer: Adrian Samish. Writer: Bill Ballinger. NTA supervisor: Frank De Felitta.

Man on the Beach—The seaside suburb of Los Angeles, Santa Monica, is the scene of this detective series, produced by La Mesa Productions in conjunction with CBS-TV. Dewey Martin and Lucy Marlowe star in the pilot. Al Scalpone is the producer.

Maritime Lawyer—An attorney specializing in maritime law has adventures on the seven seas. NTA will film pilot in April. Producer: Lindsley Parsons. Writer: Jameson Brewer. NTA supervisor: Frank De Felitta.

Mountain Man — Rocky Mountain guides are the heroes of this CBS-TV produced series, starring Peter Palmer. James Gunn and Hunt Stromberg Jr. created the story idea, pilot was written by Kathleen Hite, produced by Norman Macdonnel, directed by Louis King.

Naked City—New York policemen are the heroes of this hour-long series, sequel to half-hour series now on ABC-TV and headed for the same network. Herbert B. Leonard is producer. Filmed in New York by Screen Gems.

Port of Entry — Spies, narcotic smugglers and gunrunners are only a few types against whom the U.S. Immigration Service maintains constant vigilance. A USIS New York area operative is the hero of this action series, which Jack Chertok Productions is making for NBC-TV. Barry Trivers wrote the pilot which Mr. Chertok will produce.

The Quiet Three—Guitarist Duane Eddy stars as a musician with a traveling band in this tv tape series of adventure with music, produced by Gregmark Productions. Ben De Motto wrote the pilot. He and Mr. Eddy are co-producers with Lester Sill and Lee Hazlewood.

Raven—Lt. Raven of Los Angeles County sheriff's office patrols Sunset Strip in this series to be produced at Screen Gems for NBC-TV. Jonas Seinfield and Donald L. Gold created the 60-minute series. William Sackheim will be executive producer. Stars: Skip Homeier, in the title role, and Paul Anka. Lewis Reed wrote the pilot.

The Renegade—Two young opportunists, an Englishman and an Irishman, find America in Civil War time an ideal place to pursue their search for adventure, gold and girls. Mahin-Rackin Productions filmed a pilot at MGM of the hour-long color program for NBC-TV. John Lee Mahin and Martin Rackin are co-producers of the series they created and will write some of the episodes. Steve Cochran and Richard Ney portray the two principal characters.

Rogue for Hire—A World War II aviator, still seeking adventure, becomes a charter pilot. Created by Seton I. Miller, with Philip N. Krasne as producer, the series stars Jerome Thor. Pilot was filmed at California Studios for CBS Films.

Route 66—Two teenage boys (Martin Milner and George Maharis) seek and find adventure on the road. Herbert B. Leonard is producing the pilot for the 60-minute series which Screen Gems will release.

Savage of the Deep—Keith Larsen stars in this hour-long underwater adventure series, packaged by Ziv for CBS-TV. Producer: Ivan Tors. Writer of pilot: Art Arthur.

Sea Rover—Adventures on the high seas make up this series, which Jana Enterprises will co-produce with Screen Gems. Art and Jo Napoleon, who created the series, will also be its writers and directors. Harry Ackerman will be executive producer. Still in planning stage.

Shock Squad—The advance unit of the Dade County, Fla. (Miami) sheriff's office lives up to its nickname in this series, created by John Florea, who is producing it for Vortex Productions. Pilot will be filmed this spring.

Simon Lash, Detective—Frank Gruber created this Allied Artists series, the adventures of a detective in today's West, with Jock Mahoney in the title role. Pilot is completed. Series will be syndicated by ABC-TV Films.

Sinbad the Sailor—Animation and live action are combined in this color series which Charles Schneer Productions and Screen Gems will co-produce

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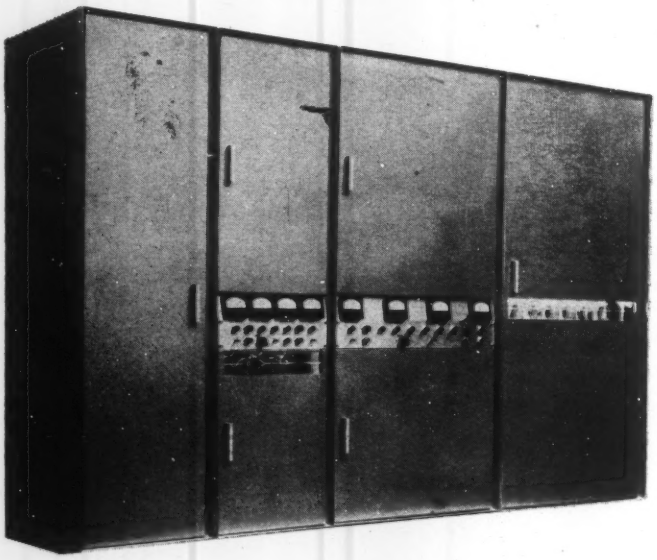

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this summer or fall for release in 1961. Producer: Seymour Dorner.

610 Park Avenue—Private detectives operate against an elegant New York background in this hour-long series, produced by Plautus Productions in cooperation with CBS-TV. Stars: Bob Sterling and Chester Morris. Producer: Arthur Lewis. Executive producer: Herbert Brodkin. Pilot produced in New York from an original by Ernest Kinoy.

Solitaire — Unlike the Maverick brothers, who operated in the old West, the brothers Solitaire make modern Paris their headquarters. Warner Bros. is producing this hour-long series for ABC-TV.

Squad Car—The calls come in to Police Headquarters and the squad cars go out in this series based on the records of the Los Angeles Police Dept., packaged by Key Productions for syndication by Crosby/Brown Productions. Ed Leftwich is producer-director. Paul Bryar stars.

Sunken Treasure — Adventures of a salvage crew seeking buried treasure, packaged by Herts-Lion with Seaquarium in Miami as co-producer.

The Sword—Color series based on action Bible stories, to be packaged as either half-hour or full-hour programs by Herts-Lion. Four scripts and 13 outlines completed.

Third Platoon — Drama, comedy, tragedy are all present in this World War II series produced by Jaguar Productions in association with Paramount Tv. Aaron Spelling wrote and produced the pilot, with Alan Ladd as executive producer.

36 Maiden Lane—An insurance investigator's office in downtown Manhattan is the scene of this adventure series, co-starring Scott McKay and Diana Van Der Vlis. CBS Films will produce in New York, where George Justin, producer, will film the pilot starting April 6.

Thriller—Boris Karloff will be host to this anthology of hour-long mysteries, including adaptations of novels and short stories and also original scripts. Hubbell Robinson Productions is filming the pilot at Revue for NBC-TV, with Fletcher Markle as producer.

Turnpike—New Jersey State Troopers, patrolling the turnpike between New York and Philadelphia, are the heroes of this series which CBS Films will film on location along the New

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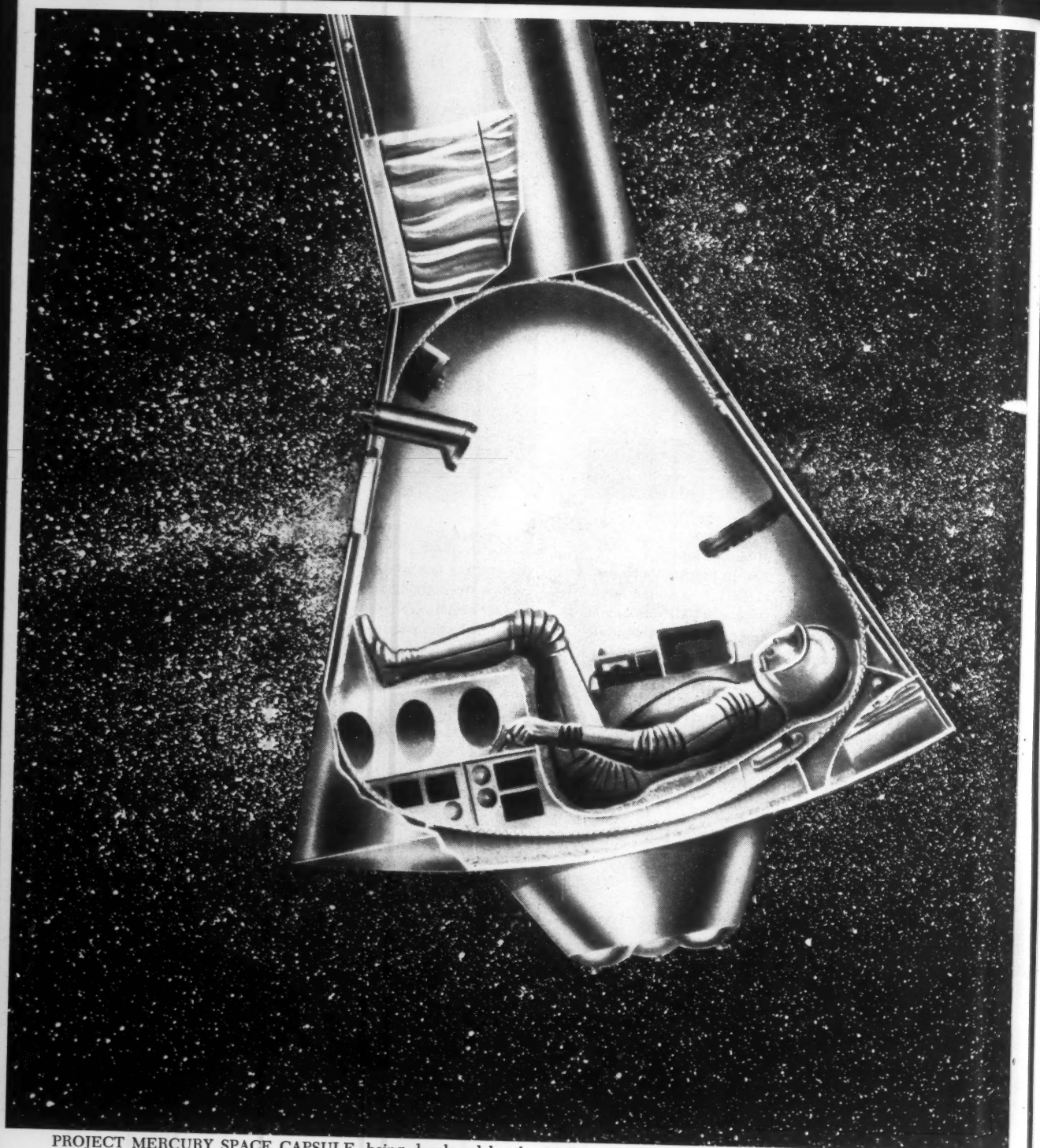
WESTERN ELECTRIC AND



PROJECT MERCURY SPACE CAPSULE, being developed by the McDonnell Aircraft Company, will orbit the earth with a human pilot. Western Electric was selected by the National Aeronautics and Space Administration to head up the industrial team that is building the world-wide tracking and ground instrumentation network necessary to keep in contact with the space capsule.

SPACE-AGE COMMUNICATIONS

As the space-age becomes a reality, Western Electric's arsenal of communications experience continues in the service of the nation . . . tracking astronauts and missiles in space and shielding the nation with far-flung electronic networks.

Because of our vast background in handling complex electronic and communications projects for the Bell Telephone System, the Government has selected Western Electric as prime contractor on vital military communications, defense and tracking networks.

With high-speed intercontinental bombers in the '50s came the urgent need for electronic warning systems. When the Air Force decided to build a fence of radar stations across the Arctic, Western Electric was named prime contractor and completed the massive project in just 32 months. This Distant Early Warning (DEW) Line—since extended to the Aleutian Islands and soon across Greenland—will stretch 5,000 miles in our defense.

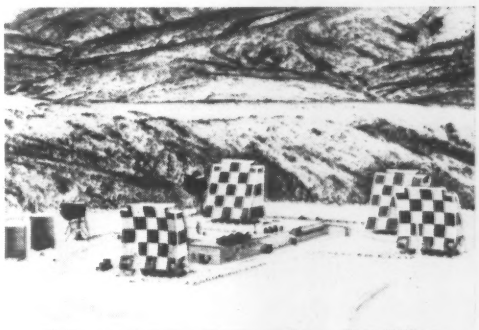
We have also been asked to provide management services for the construction of the Semi-Automatic Ground Environment (SAGE) System and to design and build the rearward communications for BMEWS. SAGE will be a complex of inter-connecting computers, radars and other equipment making up electronic ground environment in each Air Defense Sector. BMEWS will use long-range radar installations for rapid warning and precise, trajectory predictions of enemy ballistic missiles.

W.E. has been recently named by the National Aeronautics and Space Administration to lead an industrial team which is engineering and installing the global tracking and control system for manned space vehicles. This is "Project Mercury," planned for next year to orbit an astronaut 120 miles in space.

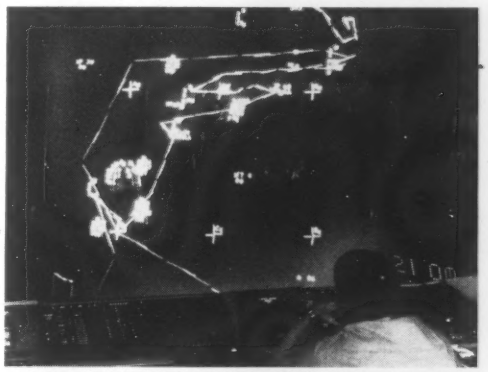
We at Western Electric are indeed proud to help provide the United States with the best military communications, warning, and tracking systems that modern science can achieve.

Western Electric

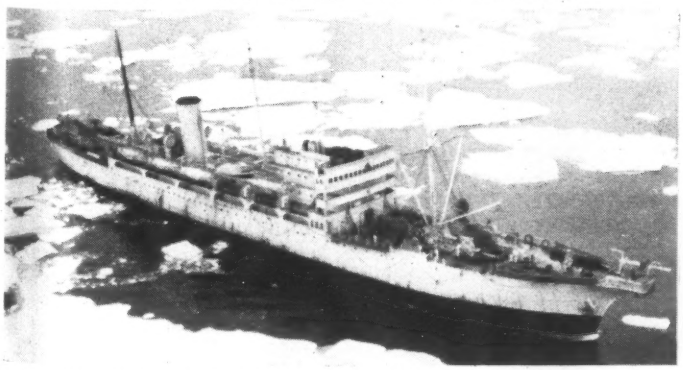
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



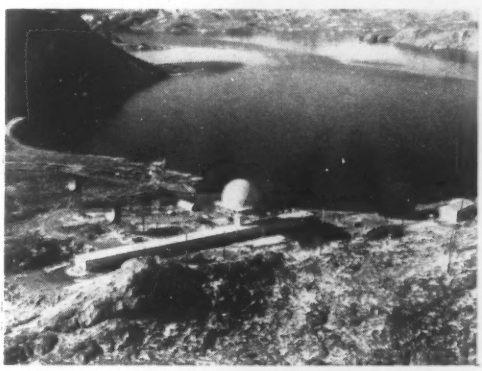
WHITE ALICE STATION perches among some of the roughest terrain in northwestern Alaska. Built by W.E. for the United States Air Force, the 33-station system provides Alaska with greatly improved military and civilian long distance communications.



SAGE PROJECTION SCREEN presents situation display to Sector Commander at Semi-Automatic Ground Environment direction center—allowing a potential enemy air attack to be quickly detected and missiles and fighter aircraft directed to selected targets.



BMEWS SUBMARINE CABLE is laid by HMS Monarch in the remote, ice-choked ocean north of the Arctic Circle. Western Electric was assigned the responsibility for development and construction of the rearward communications for the Ballistic Missile Early Warning System.



DEW LINE STATION on Baffin Island is part of the largest single defense system ever constructed—an operating radar system across the top of North America, having its own communications network.

I'm Joe Floyd

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Jersey turnpike. Frank LaTourette is producer. Pilot will be made this month.

The Venturers—Three war veterans acquire a miniature submarine which they use for salvage and other underwater exploits. Herbert B. Leonard is producing the series in Italy for release through Screen Gems. Sterling Silliphant is the writer. Stars are James Brown, Johnny Seven and Kier Dullea.

The Victim—Files of the Los Angeles coroner's inquests are dramatized in this series which Herts-Lion is packaging for syndication by Official Films. Five scripts by various writers have been completed.

Whispering Smith—Detection in the old West is the theme of this hour-long series, with a background of the Denver Police Dept. in the 1870's. MCA-TV is producing this series, being filmed at Revue for NBC-TV. Producer: Herbert Coleman. Executive producer: Richard Lewis. Various writers. Stars: Audie Murphy, Guy Mitchell, Sam Buffington.

Whodunit—Mystery anthology, each program produced so that the viewer has all the clues needed to identify the criminal before he is revealed on camera. Pilot, filmed at 20th Century-Fox Tv for NBC-TV, was produced by Dominick Dunne, from script by Thelma Schnee. Other programs are by various writers.

Willy Dante—The gambler-nightclub owner played by Dick Powell in the first Four Star series made some years ago is now Howard Duff in the new series being produced by the same company. Aaron Spelling wrote the original script. Mike Meshikoff is the producer. Pilot is completed.

The Yank — A doctor who fought with Sherman returns after the Civil War to help rebuild the South he had helped destroy. Goodson-Todman is producing. Writer-producer: Andrew Fenady. Star: James Drury. Pilot now being filmed at Paramount. ABC-TV has first refusal right.

Young Man With a Badge—A policeman battles juvenile delinquency in this Vortex series, created by John Florea, who will produce the pilot before summer. Bob Hammer wrote the initial script.

Comedy

All in the Family—What happens when a wealthy family loses its money. Pat Crowley, Lurene Tuttle, Henry Hull and Adam West star in pilot made at Screen Gems. Producer: Winston O'Keefe. Executive producer: Harry Ackerman. Writers: Nate Monaster, Norman Tokar. Pilot was previewed on the March 28 broadcast of the *Alcoa-Goodyear Theatre*.

Morey Amsterdam Show — Veteran comic Morey Amsterdam stars in this five-minute series being packaged by Regis Films for syndication by both tape and film. Shull Bonsall is executive producer; Lee Orgel is producer.

Angel—The groom is American, the bride is French; that's the special angle of this situation comedy. Jess Oppenheimer is producer of this CBS Films series, starring Annie Farge and Marshall Thompson, which has been sold to CBS-TV for fall release.

Brewster's Millions—The misadventures of a man who has to spend several million dollars in a specified time, inspired by the best-selling novel of some 50 years ago. Herts-Lion is producing.

Bringing Up Mother—An elderly but lively lady is the central character of this domestic comedy series which is in the planning stage at Screen Gems.

The Brown Horse—Jan Clayton will star in series to be produced by Jack Chertok Productions, with Mr. Chertok as producer.

Calling Miss Peters—Love in a department store furniture department is frustrated by a store ruling against husband and wife working together, in this Screen Gems series. Stars: Elinor Donahue, Tony Travis. Creator: Norman Krasna. Producer: Eddie Buzzell. Executive producer: Harry Ackerman. Pilot will be shown April 25 on *Alcoa-Goodyear Theatre*.

Chuck—Jack Benny's J & M Productions will produce this domestic comedy created by Henry Garson and Robert O'Brien, after casting and script problems have been settled.

The Fred Clark Show—The home life of a judge, Fred Clark, with Audrey Totter providing the feminine interest, is depicted in this Revue series. Pilot has been completed.

Confidentially Yours — Dan Duryea stars as a human interest newspaper columnist in this Revue packaged series, produced by Richard Irving. Pilot is completed.

Crusoe's Island—Dave King is starred as a man who works on a privately owned resort-type island in this Ron

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GRANADA TV NETWORK

ENGLAND

duPont Award winners ■ At an awards dinner in Washington are representatives of the donors and recipients of the 17th annual Alfred I. duPont Awards (see AT DEADLINE, March 28). Left to right: Carl E. Lee, executive vice president, Fetzer stations, owner of KOLN-TV Lincoln, Neb., winner of the small station award; A. James Ebel, vice president and general manager of KOLN-TV; Malcolm Klein, executive vice president and general manager of WNTA-TV New York, winner of the large station award; Mrs. Alfred I. duPont; Ted Cott, vice president, CBS News who accepted the commentator award for David Schoenbrun, CBS' Paris correspondent, and Dr. Fred C. Cole, president of Washington & Lee U., which administers the awards.

The recipients receive $1,000 each in addition to the plaques. Under the terms of the awards program, they have the opportunity to establish scholarships in the communications field in their names and that of Alfred I. duPont at the universities of their choice.

Com series. Alvin Cooperman is executive producer. Milt Rosen wrote the pilot, to be filmed at 20th Century-Fox Tv this month.

Down Home—A small town editor, portrayed by Pat Buttram, is the central figure in this series. 20th Century-Fox Television filmed the pilot for ABC-TV. Hal Kanter created, produced and directed. William Self is executive producer.

The Tom Ewell Show — Madelyn Pugh Martin and Bob Carroll Jr. (long time writers of *I Love Lucy*) created and wrote the pilot script for the domestic comedy series starring Tom Ewell. Four Star has completed the pilot of the series, which has been purchased by CBS-TV. Tom McDermott is executive producer.

The Eye and I—Misadventures of a private detective. Vortex Productions will produce pilot written by Dick Donovan with John Florea as producer.

Father of the Bride—This tv series, which MGM-TV is producing for ABC-TV, hopes to duplicate the success of the book and movie in humorously recounting the trials of a man whose daughter is getting married.

For the Love of Mike—Adventures of a teenage girl, starring Shirley Jones. Screen Gems has completed the pilot for CBS-TV. Creator: Stan Shapiro. Producer: Ed Rissen. Executive producer: Harry Ackerman.

Funny World — Jim Hawthorne is writer, producer and star of this 3½-minute film series, which utilizes film footage of amusing and unusual goings-on, with Mr. Hawthorne's own brand of comic comment. KTTV Program Sales is packaging 130 of these programs for syndication.

The Andy Griffith Show—Andy Griffith appears as a peace officer in a small southern town in this series which General Foods will sponsor this fall. Marterto Productions is packaging the series, with Arthur Standard as writer-producer and Sheldon Leonard, who created the idea, as executive producer. The pilot was used as an episode in the CBS-TV *Danny Thomas Show*, also produced by Marterto and also sponsored by General Foods. Time and network of the new series are not set.

Grindl—A domestic sent each week by an employment agency to a different assignment, Grindl (played by Mary Grace Canfield), meets what Screen Gems, packager of the series, describes as "tragedy, but a delightfully tongue-in-cheek sort of tragedy," on her various jobs. David Swift is creator-writer-director-producer. Pilot is available.

Guestward Ho — Joanne Dru and Mark Miller portray the young couple from New York who try to run a dude ranch in New Mexico, adapted from the Patrick Dennis novel. Desilu is filming for ABC-TV. Producer: Jerry Thorpe. Writer: Ron Alexander.

The Happiest Millionaire—The home life of a rich man who refused to let his money interfere with his thoroughly enjoying himself, based on the Broadway play of the same title. Hampshire Assoc. will produce.

Happy — A young married couple (Ronny Burns and Yvonne Lime), an old uncle (Lloyd Corrigan) and a year-old but talking baby encounter amusing problems in Palm Springs, Calif. Ron Com Productions is packager with Manny Rosenberg the producer, Alvin Cooperman the executive producer, George Brown and Frank Gill the writers. Pilot was filmed at 20th Century-Fox.

The Happy Time—Home life of a French Canadian family at the turn of the century, based on the successful stage play. Hollis Productions put the pilot on tv tape at Paramount Television Productions. Stars: Claude Dauphin, Mischa Auer. Producer: Charles Irving. Writer: Samuel Taylor.

Harrigan and Son—Pat O'Brien stars in the adventures of a father and son who are also law partners. Produced by Desilu for ABC-TV. Cy Howard is writer, producer and executive producer.

Harry's Business—The trials and tribulations of a druggist. Alvin Cooperman produces for Ron Com. Writers are Barbara Hammer and Henry Sharp. Ray Walston and Elena Verduga are starred. Pilot is completed.

Harry's Girls—An American entertainer traveling in Europe with four show girls; that's the theme of this series, being produced in Europe by Michel Productions for MGM-TV.

Here Comes Melinda—Spring Bying-

CHIEF ENGINEER'S REPORT ON RCA-6448

C. E. Smith
WKOW-TV
Madison, Wisconsin

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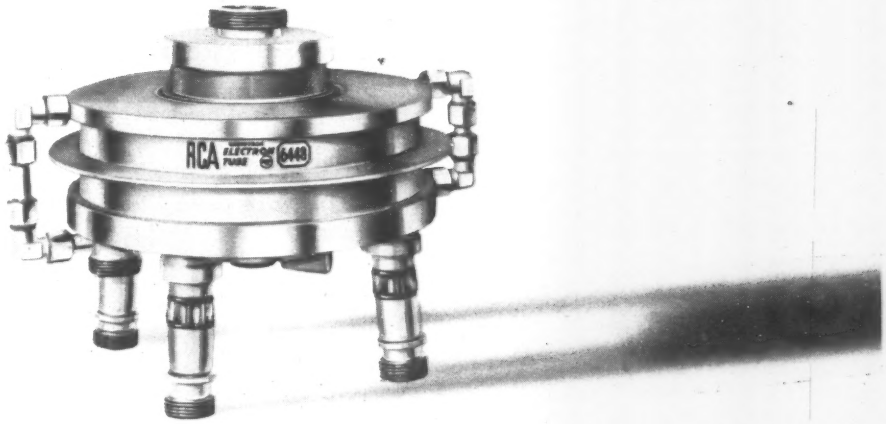

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- Make certain that electronic protective devices are functioning properly.
- "Break-in" new tube in accordance with instructions in the RCA-6448 technical bulletin.
- Raise filament voltage gradually (prevents undue thermal stresses in the filament). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25V per section). During standbys of up to 2 hours reduce filament voltage to 80% of normal value. For longer periods, turn off filament power.
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ton stars as a middle-aged baby sitter. Screen Gems is packaging. Producer: Charles FitzSimons, who created the series. Executive producer: Harry Ackerman.

The Home Team—Frank (*I Remember Mama)* Gabrielson created this new series about a widower (Don De Fore) with four daughters, aged 8 to 18. Ron Com is the producing company. Alvin Cooperman the producer. Pilot is completed.

Hooray for Hollywood—Movie exploitation is spoofed in this story of the unhappy lot of the press agent of a publicity-mad movie producer. Jess Oppenheimer is executive producer of this NBC-TV series. Pilot was written by Arnold Rosen and Coleman Jacoby.

I Married a Dog—Rapp-Krasne Productions are keeping the plot line top secret until the pilot is ready to show. Philip Rapp is producer; Philip N. Krasne is executive producer.

Ivy League—A middle-aged ex-Marine decides to get a college education in this series produced by Jaguar Productions in association with Bilbin Productions. William Bendix is starred. Jameson Brewer and Dan Nathan created the series. Everett Freeman produced the pilot, filmed at Revue. Alan Ladd was executive producer.

Killer Diller—A marshal who would rather sing than fight is the hero of this series, packaged by Warner Bros. for ABC-TV.

The Law and Mr. Jones—The domestic life of a lawyer, played by James Whitmore, is the setting of this domestic comedy series, produced by Four Star and purchased by Procter & Gamble. Cy Gomberg is creator-writer-producer.

The Major and the Minor—Gisele MacKenzie will star in this Jack Chertok series.

Man of the House—A fatherless 12-year-old boy (Teddy Rooney) assumes family responsibilities in the Rapp-Krasne series. Philip Rapp is producer and writer in collaboration with Richard M. Powell; Philip N. Krasne is executive producer. Pilot was filmed at California Studios.

My Sister Eileen—Anne Helm is the beautiful - but - dumb Eileen, Elaine Stritch her harassed sister Ruth, in the tv version of the successful stories, play, movie and musical. Screen Gems has completed the pilot, written by Don Beaumont, directed by Oscar Rudolf, produced by Winston O'Keefe.

No Place Like Home—Gordon and Sheila MacRae portray themselves in this family comedy centering on the home life of a tv actor-producer. Home James Productions is producing the pilot, created and written by Ed James, in association with NBC-TV.

Oh, Those Bells — Three brothers, named Bell in the script but portrayed by the Wiere Brothers, work for a theatrical property house in this series, co-packaged by CBS-TV and Davana Productions, which also features Henry Norell and Carol Bryan. Sam and Jules White are producers, with Ben Brady as executive producer.

One Happy Family—Three generations are involved in this family comedy, featuring Dick Sargent and Jody Warner as the young couple, Chick Chandler and Elizabeth Frazer as the father and mother and Jack Kirkwood and Cheerio Meredith as the grandparents. Goodson-Todman is filming the pilot at Desilu for NBC-TV. Produced and written by Sid Dorfman and Al Lewis.

Open All Year—Alan King stars as a nightclub comic who retires to a New Hampshire hotel in this comedy series produced by Phil Silvers' Tracnan Productions for CBS-TV. Pilot was filmed in New York.

Peter Loves Mary — The popular nightclub team, Peter Lind Hayes and Mary Healy, play a suburban husband and wife, not entertainers, in this Four Star series, created, written and produced by Don Simon. Pilot is completed and series sold to Procter & Gamble.

Picture Window—Created and written by Max Shulman, produced and directed by Rod Amateau, this comedy of suburbia is co-produced by Cottage Industries (owned by Shulman and Amateau) and 20th Century-Fox Television. CBS-TV reportedly interested in the pilot, which was filmed in February.

Pete and Gladys—The neighbors of *December Bride* blossom out in a series of their own, starring Harry Morgan, Cara Williams and Verna Felton. CBS-TV has filmed the pilot. Producer: Parke Levy. Writers: Bill Manhoff and Mr. Levy.

Room For One More—Warner Brothers is producing this series, based on the movie about George and Anna Rose and their adopted children, for ABC-TV.

The Three Stooges Scrapbook—Made tv headliners by their old movie shorts, the Three Stooges operating under Com-

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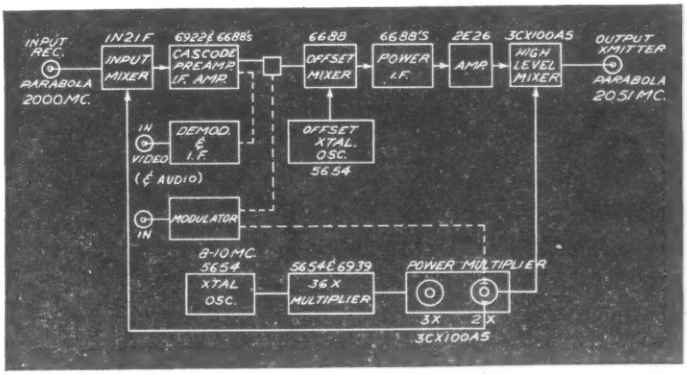

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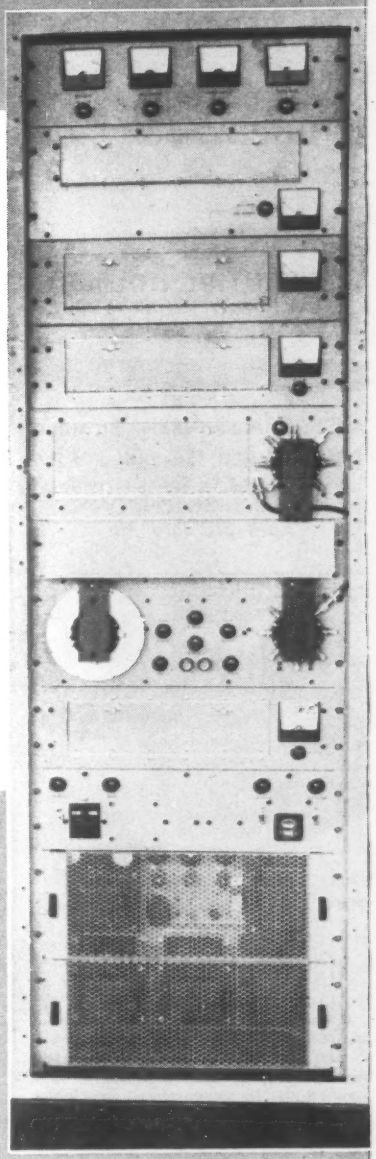

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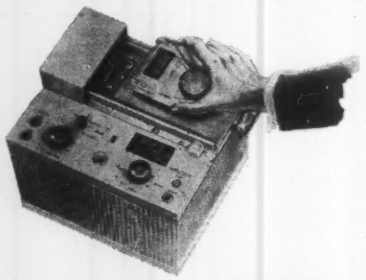

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edy III Productions are now producing their own tv series, each program being half live action, half animated cartoons. Norman Maurer is producer; Elwood Ullman is writer.

Three Wishes—A lovely girl (not yet cast), a genie (Rustavo Rajo) and an Arabian Nights type lamp are the basic elements of this series which Sharpe-Lewis Productions is packaging for NBC-TV. Series was created by Douglas Fairbanks Jr. and Robert Riley Crutcher. Don Sharpe and Warren Lewis are co-producers.

Time Out For Ginger—The lives and loves of the subteen set, adapted for tv from the Broadway hit show by Ronald Alexander. Ziv is producing.

Tolliver's Trolley—The people who regularly ride the streetcar between downtown Los Angeles and Venice, seaside suburban community, are central characters in this series, to be packaged by a new company which Phil Karlson will organize on his return from Okinawa, where he is directing the movie, "Hell to Eternity." Series was created some years ago by Mr. Karlson and Steve Allen.

The David Wayne Show—A writer who works at home, when his family permits him to, is played by David Wayne in this Revue series, based on the book by Arthur Marx, who also wrote the pilot, which has been completed.

The Wonderful World of Wilbur Pope—The magazine stories of Walter Brooks about a talking horse are the basis of this tv series, projected by Filmways Tv Productions. Arthur Lubin will produce.

Drama

Band of Gold—James Franciscus and Suzanne Pleshette play husband and wife in each program of this anthology series, but a different married couple each week. Bud Norman created the series; Katherine and Dale Eunson are the writers; Norman Lear is the producer for Tandem Productions, which is packaging the series in association with Paramount Pictures. Pilot has been completed.

The Defenders—A father-son lawyer team (E.G. Marshall and Robert Reed) are the major characters in this Reginald Rose 60-minute series, based on an old *Kraft Theatre* program. Palutus Productions and CBS-TV are co-producers. Herbert Brodkin is executive producer. George Justin produced the pilot at MGM-TV.

Dr. Kate—The life story of a woman country doctor, to be played by Jane Wyman, will be depicted in this series, based on the biography of the late Dr. Kate Newcomb by Adele Comandini, to be produced by a new company being formed by Miss Wyman, Miss Comandini and Josef Shaftel, the producer. Pilot will be filmed by Filmaster Productions.

Dr. Kildare—Aging experience vies with young enthusiasm in a hospital setting in this tv adaptation of the motion picture series. Lew Ayres and Joe Cronin star, Collier Young produces for MGM-TV.

Emergency Ward — The emergency ward of a big city hospital is the setting for true-to-life dramas, tv taped by Paramount Television Productions for Hollis Productions. Producer: Frank LaTourette. Writers: Jim Moser, Samuel Newman, Ed Lakso and others. Star: Vinton Hayworth. Pilot completed.

Henry D.—A small town lawyer is the central character in this dramatic series which Tandem Productions is packaging in association with Paramount Pictures. James Hanlon wrote the pilot, which has been filmed. Bud Yorkin directed; Norman Lear produced; Charles Aidman and Tex Ritter are starred.

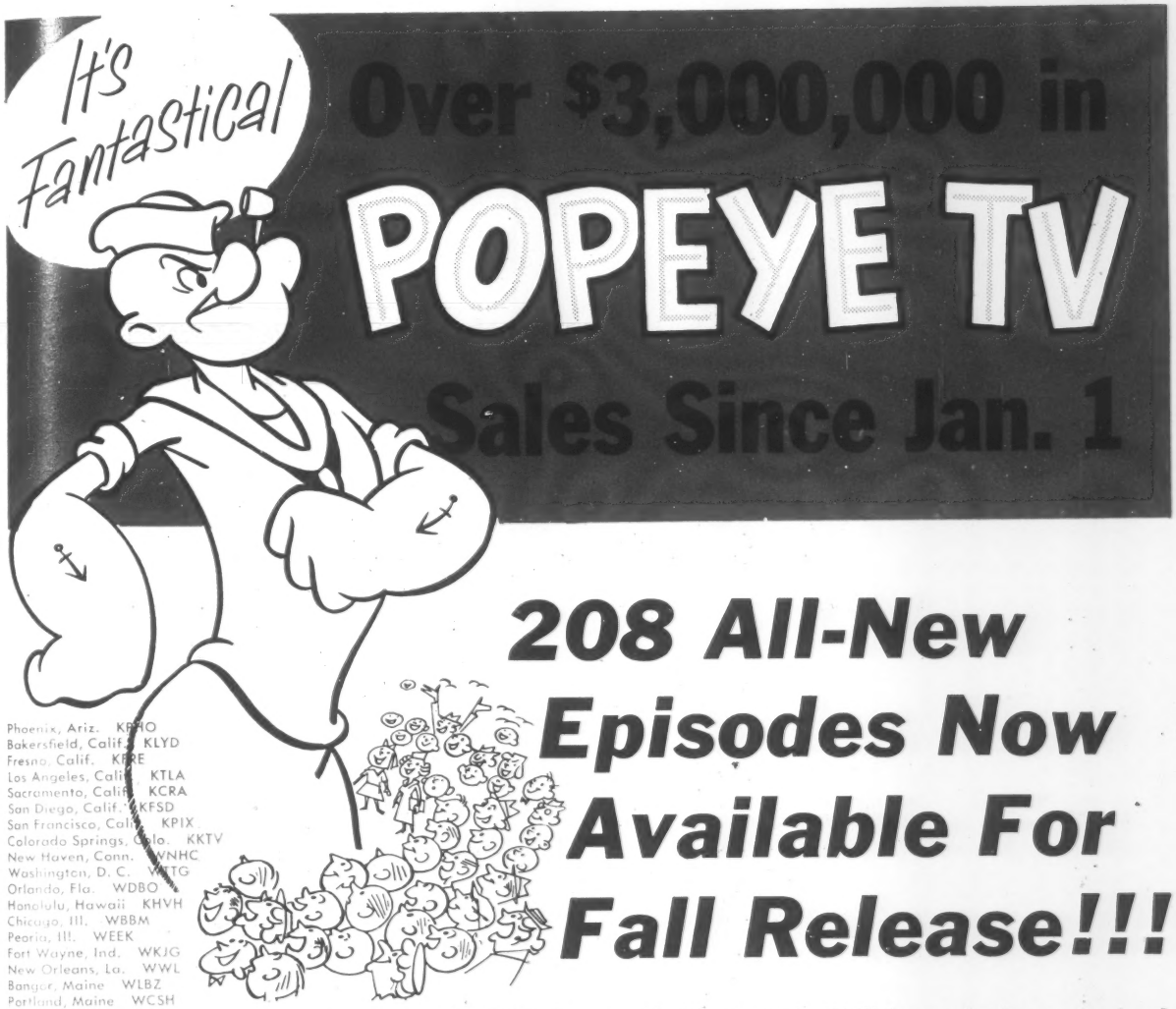
Logan—A young lawyer in a New York law firm is the central character in this hour-long series that Hubbell Robinson is packaging for ABC-TV.

333 Montgomery — Real-life courtroom adventures of Jake Erlich, San Francisco trial lawyer, taken from his book, *Never Plead Guilty*, are the basis of the tv series being packaged by Screen Gems. Gene Roddenberry wrote and produced the pilot, filmed in San Francisco, with Robert Sparks as executive producer and DeForest Kelley as the lawyer.

M.R. — International lawyers help Americans abroad get out of legal entanglements in this series to be filmed by Vortex Productions. Charles Beaumont wrote the initial script. John Florea is creator-producer.

Municipal Court—True-to-life tragedy and comedy are shown in these courtroom adventures, produced in documentary fashion by Hollis Productions and tv taped by Paramount Television Productions. Producer: Larry Menkin. Writer: Marvin Petal. Star: Charles Irving. 78 episodes completed for syndication by PTP.

Barbara Stanwyck Theater—After a year's preparation, this series can be



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developed either as a single-character series, starring Miss Stanwyck as a Hong Kong adventuress-gambler, or an anthology with Miss Stanwyck as regular hostess and occasional star. Louis F. Edelman is packaging in association with NBC-TV. Producer: William H. Wright, with various writers and directors.

Underground U.S.A. — Coleen Gray stars as Marion Miller, undercover agent and the nation's most decorated woman in this Rox Productions package, created and produced by Alyce Canfield, with Lew Landers as executive producer. Pilot has been completed. ABC-TV has the series under option.

Youth Court — Juvenile Court proceedings are simulated in this quasi-documentary series video-taped by Paramount Television Productions for Hollis Productions. Producer: James Tracy. Writer: Marvin Petal. Russell Lane plays the judge. 78 episodes completed for syndication by PTP.

Western

The Avenger — The Sundown Kid (played by Vic Morrow) seeks down his father's killers through the old West in the days immediately following the Civil War. NBC-TV is packaging. Producer: David Dortort. Pilot, written by Clair Huffaker and directed by Christian Nyby, will be used as a *Bonanza* episode.

Bordertown—A town on the Mexican border provides excitement for people from both sides of the line and, it is hoped, entertainment for today's tv audience. Ed Nelson stars in the pilot, written and produced by Aaron Spelling. Four Star is the packager.

Brady—Mike Road and Robert Gist are featured in this Jack Chertok series. Pilot was made at MGM.

The Code of Jonathan West—An ex-Confederate officer (Fess Parker) tries to build a useful life for himself in the post-Civil War West. Hampshire Assoc. filmed the pilot, produced by Harry Tatelman and written by John Paxton, for CBS-TV. It will be previewed on the *General Electric Theatre* on CBS-TV, April 17.

Defiance—A fort on the Western prairies in the post-Civil War era is the scene of this hour-long series, created and written by John Champion. Revue Productions expects to film the pilot this week.

The Frontiersman — A gun-toting teacher who preferred to fight with books but could use his fists or, as a last resort, his gun, is played by Gene Evans in this Mirisch-McCrea series. Producers: Walter Mirisch and Joel McCrea. Writers: Robert Schaefer and Eric Freiwald. Pilot filmed at Four Star. Joel McCrea is available for guest appearances.

The Hanging Judge—Isaac Parker, judge of the Oklahoma Territory, where he was feared by the outlaws for his swift and sure justice, was the real life original of the character played by Frank Lovejoy in this Mirisch-McCrea series. Walter Mirisch and Joel McCrea are co-producers; Franklin Coen wrote the pilot, filmed at Four Star. Joel McCrea will make an occasional guest appearance.

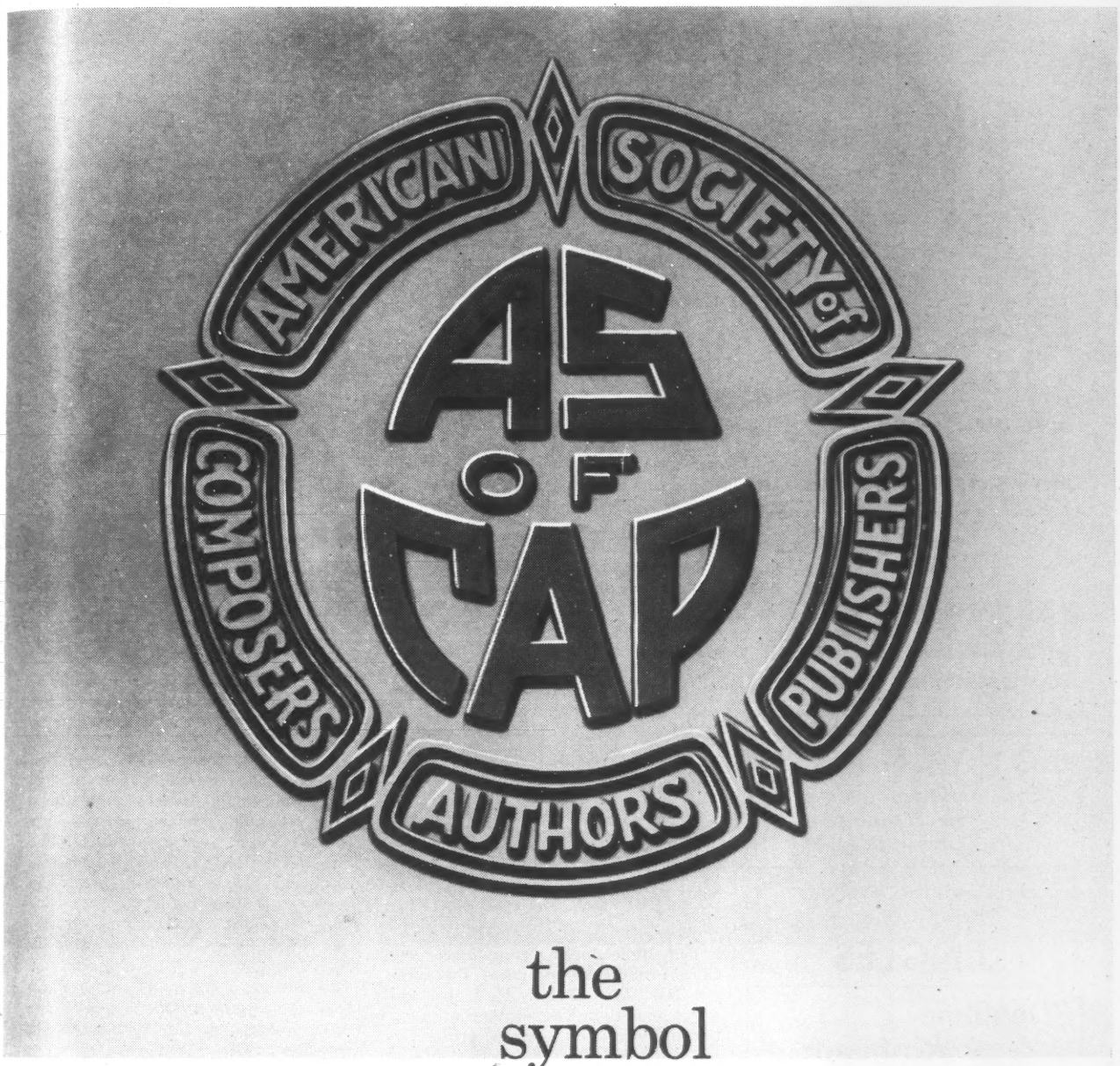
Hard Cases—Dean Jones portrays a working cowhand who settles hard cases himself in this Four Star series, based on the Luke Short novel.

The Hawk—A soldier with a special mission rides into the post-Civil War West, two Indians at his sides, in this series being packaged by CBS Films. Producer: Aubrey Schenck. Director: Howard W. Koch. Star: Richard Coogan, with John Drake and Armand Alzamoro as regular members of the cast. Alfred Newman is scoring the music. Pilot has been completed.

J.P.—Mark Stevens plays the justice of peace in a small town in Northern California, the only law in town. Four Star has filmed pilot for ABC-TV. Producer: Vincent Fennelly. Creator: John Robinson.

The Legend of Tom Horn—An In-

What's new in Tasmania ■ Screen Gems reports that Tasmanian Tv Ltd., which operates a commercial station in Hobart, has bought 12 series from SG, described as the "first purchase of U.S. tv programs" in that country. Included in the sale are: *Dennis the Menace, Father Knows Best, Huckleberry Hound, Rescue 8* and *Rin Tin Tin.*



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THE BIG SOUND

Produced by Stars International Productions, Inc.—Hollywood

dian scout turned Pinkerton detective, Tom Horn is a new type of Western hero, portrayed by Patrick O'Neal in this series, produced by Mirisch-McCrea. Walter Mirisch and Joel McCrea are the producers; Paul Savage wrote the pilot, filmed at Four Star. Joel McCrea will make an occasional guest appearance.

Outlaws — Famous outlaws of the Oklahoma Territory in the 1890's match their wits and shooting skill with U.S. Marshal Evett Caine, played by Barton MacLane in the hour-long series. Douglas Heyes wrote the pilot, filmed in color at MGM-TV for NBC-TV. Robert Bassler is the producer.

Proud Earth—John Larch and Vini Janis star in story of a family which leaves the East to seek a new home in the West, circa 1885. Screen Gems filmed the pilot, written by Sam Rolfe, with William Sackheim as producer and executive producer.

The Reno Brothers — Revenge for the murder of their other brothers is sought by this Western hard riding, hard fighting duo, who made their first appearance on the March 4 broadcast of *Johnny Ringo*. A Four Star production. Producer: Aaron Spelling. Pilot was written by John Falvo.

Stagecoach West — Stagecoach line from Tipton, Mo., to San Francisco is the background for the hour-long dramas featuring Robert Bray, Richard Eyer and Wayne Rogers. Pilot has been produced by Four Star for ABC-TV. Producer: Vincent Fennelly. Creator: John Robinson.

Tate—The central character is a one-armed, Bible quoting gun slinger. Ron Com Productions produces the series for NBC-TV. Shelley Hull the producer and Alvin Cooperman the executive producer of the series, created by H.J. Link and starring David MacLean. Pilot was filmed at 20th Century-Fox.

Two Faces West — Identical twin brothers, a doctor and a gunslinger, are brought into conflict in this series, created by Jonas Seinfeld and Donald Gold, which Screen Gems is producing for syndication. Robert Sparks is executive producer. Matthew Rapf producer and Edward Rissien associate producer. Charles Bateman stars in the dual role of the brothers. Pilot is available.

The Westerner—A roving cowboy (Brian Keith) and his dog (the original "Old Yeller" made famous by Walt Disney) find adventure in the Southwest in the 1890's. Packaged by Four Star for NBC-TV. Sam Peckinpah is producer-writer. Pilot available.

Wrangler—A typical American cowboy in the best romantic tradition, tall, lean, with a sense of humor, is the hero of this series, in a Montana setting. Jayson Evers plays the lead in what Hollis Productions claims is the first taped Western, to be syndicated by Paramount Television Productions. Producer: Paul Harrison. Executive producer: Charles Irving. Creator-writer: Gene Roddenberry.

Miscellaneous

Adventures of Tintin—(Cartoon). Europe's favorite cartoon character, Tintin, is featured in this series, animated in color by Larry Harmon Productions from the original cartoons of Herge. Tv animations are made in seven-minute segments which can be used as daily installments of a strip or combined into a weekly half-hour series. Pilot sequences have been completed.

Adventures of Tom Sawyer—(Juvenile). Mark Twain's famous story of a Hannibal, Mo., boy's adventures will be adapted for television by Screen Gems, with William Sackheim as executive producer. Plans also call for a similar tv series based on Twain's *Adventures of Huckleberry Finn*.

Big Jake—(Detective). Detective Sgt. (Big Jake) Sloan, middle-aged "policeman's policeman," whose sympathetic nature constantly conflicts with his sense of duty, is portrayed by Andy Devine. John and Ward Hawkins wrote the original *Saturday Evening Post* stories and are adapting them into tv scripts which Louis F. Edelman is producing in association with NBC-TV. Pilot is available.

Celebration at Ciros—(Variety). Paramount Television Productions will tape this series at Ciros for syndication, in association with the club's operator, Frank Sennes. Roberta Linn will be hostess. Al Burton is writer-producer. Pilot is completed.

Championship Billiards — (Sports). Jerry Hill created this series of exhibition matches of pocket billiards by outstanding players, taped at KTTV (TV) Los Angeles as hour-long programs which will be placed into syndication. William Griffiths and James Lawson are the producers, for Billiards Productions.

Churchill—(Documentary). Memoirs of Sir Winston Churchill are the basis of this historical series which Screen Gems is producing in conjunction with ABC-TV for broadcasting on that network this fall.

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The Flagstones — (Cartoon comedy). Modern suburban family transplanted to the stone age is depicted by Hanna-Barbera Productions in this adult cartoon series filmed at Screen Gems for ABC-TV.

Flight to Adventure—(Travel). Faraway places with strange-sounding names are visited by Bill Burrud in this series which will "tell the dramatic, adventurous, suspenseful stories of these wonderful places," according to the producer. Bill Burrud Productions crews are filming the programs, financed by KCOP (TV) Los Angeles, for distribution through William Morris Agency.

Henry and His Claymates—(Cartoon). Henry is a panda who plays with sculptor's clay and creates a collection of fantastically shaped friends in this five-minute, full color series which Art Clokey Films is photographing frame-by-frame for syndication in the U.S. by California National Productions and abroad by Fremantle International.

Magic of the Atom — (Educational). The use of the atom is the subject of this series of 26 quarter-hour films, produced by Herts-Lion. Leo Handel is the producer; Marvin Miller and Monroe Manning the co-narrators.

Michael Shayne — (Detective). Richard Denning portrays the Miami detective who is one of the most popular private eyes in mystery fiction, with Patricia Donahue as his secretary-girl friend, Jerry Paris as his reporter pal and Herbert Rudley as Police Chief Will Gentry. Four Star is packaging the hour-long series for NBC-TV. Joseph Hoffman is producer, Robert Florey is director of the pilot, written by Shayne's creator, novelist Brett Halliday.

Mr. Aladdin — (Fantasy). A man with the unusual ability to make wishes come true is the central figure in this series, which Filmways Tv Productions is producing in association with CBS Films for 1961 airing. Writer: James Allardice. Producer: Al Simon.

Mr. Keene, Tracer of Lost Persons—(Detective). Tv adaptation of the detective program that ran 19 years on radio. Ib Melchior and Leo Handel wrote the pilot for this Herts-Lion series. ABC-TV.

Q.T. Hush—(Cartoon). Animated burlesque of a private eye adventure series, created by Lou Zukor and Rudy Catoldi, this series of five-minute animated programs is designed for daily telecasting, with 10 episodes making a complete dramatic sequence. Animation Assoc. of Hollywood produces for syndication by M&A Alexander Productions.

Sincerely, Maria Palmer—(Advice). Miss Palmer answers letters (Why don't the boys like me? How can I get along with my sister-in-law?) on this 3½-minute taped series, packaged by KTTV Program Sales for syndication. Plan calls for 130 programs.

Sir Loin and the Dragon—(Cartoon). An addlepated knight, whose valet is a dragon, ventures forth in this animated series produced by TV Spots, with Bob Ganon as producer and Shull Bonsall as executive producer. Pilot episodes are completed.

Sweet Success — (Documentary). Successful individuals of all varieties are interviewed by Jack Douglas, who gets them to explain how they achieved success in this series which he created for his Jack Douglas Productions. Independent Television Corp. has purchased the series for syndication. Pilot is completed.

13 Demon Street — (Horror). Lon Chaney hosts this series of supernatural stories, which Herts-Lion is filming in Sweden for Crosby/Brown Productions. Producer: Gus Unger. Director: Curt Siodmak. Pilot is completed.

The Unexpected—(Suspense). Man's encounters with phenomena not yet explained by science are dealt with in this hour-long series, to be produced by Hampshire Assoc. for CBS-TV. Producer: Harry Tatelman. Writer: John Paxton.

What Are the Odds?—(Human Interest). People who have succeeded against big odds are interviewed by Bob Warren in this series, packaged by Herts-Lion Productions. Producer-director: Ken Herts. Writer: Leo Guild. 39 episodes are completed for syndication by Official Films.

What Would You Do?—(Panel). Panelists present humorous solutions to everyday problems in this series, based on Leo Guild's column in the *New York Post*, which Herts-Lion is packaging for network sale.

The World of . . .—(Documentary). A different celebrity will be profiled each week in this new NBC-TV series, which will have a permanent host who will interview the subject and recreate his personal history. Don B. Hyatt is executive producer.

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FANFARE

Pony express rides again

St. Joseph, Mo., prepared elaborate festivities for the centennial of the Pony Express service, highlighted yesterday (Sunday) by a re-creation of the westward mail run from that city. Thereafter, says California National Productions, syndicator of *Pony Express*, "as in television syndication, there will be reruns of the reruns," with more re-enactments of the run and personal appearances by tv star Grant Sullivan at various points in the West.

Pony Express premiered on WDAF-TV St. Joseph Saturday. Leading up to the big Sunday ride, there were appearances by the series star on tv and at such events as the Pony Express Ball and the Pony Express Parade as grand marshal. Missouri Gov. James T. Blair Jr. and Kansas Gov. George Docking spoke Sunday before the rider started at 2 p.m. on the Overland Trail leading to Sacramento, Calif.

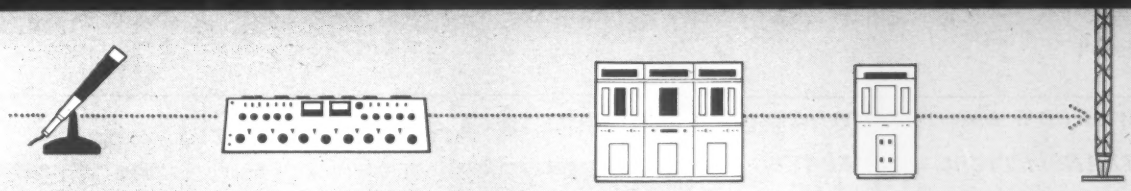
Starting in May, Mr. Sullivan will make appearances at these southwestern stations where American Petrofina Co. is sponsoring the CNP show: KRLD-TV Dallas, KSLA-TV Shreveport, KRBC-TV Abilene, KCBD-TV Lubbock, KVII (TV) Amarillo, KSYD-TV Wichita Falls, KTUL-TV Tulsa, KARD-TV Wichita and KTVI (TV) St. Louis.

In the national Pony Express centennial observance it has been reported that the Post Office plans a special stamp and the Treasury Dept. has been authorized by Congress to strike special commemorative medals during the centennial year. Many historial organizations are observing the event, with President Eisenhower honorary chairman of the centennial association and western governors included in the group.

Pressure-sensitive

Pressure-sensitive auto stickers similar to the familiar "Made in Texas by

Stylish buggy ■ Seated in the 1929 Plymouth given away by WSPA Spartanburg, S.C., in its 30th anniversary contest is Walter Brown, the station's president and general manager. Admiring the vehicle (l. to r.) are Eric Salline, national manager of CBS Affiliate relations, Charlie Newcomb, WSPA's program manager, and D.S. Burnside, treasurer of WSPA. The contest winner was a schoolteacher who utilized the station's call letters to make the slogan "Where Sound Performance Attracts." Over 230 listeners qualified by meeting the deadline and submitting a slogan with the call letters. As further anniversary festivity, the station announced $100 bond award to the listener born nearest the time of the station's sign-on. On that date in 1960, the original programs were recreated and simulcast on WSPA-TV. Network dignitaries and personalities of the station at its inception were among the guests.



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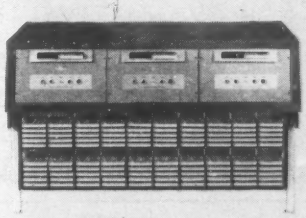

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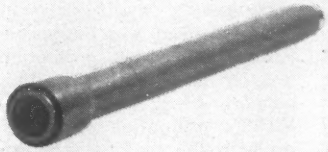

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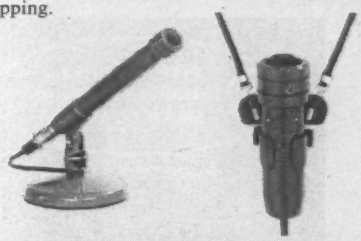

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Around the world

FRESH-UP FREDDIE AT BUCKINGHAM PALACE

Fresh-Up Freddie, a sales representative for Seven-Up who rather resembles a woodpecker, has just completed a trip around the world. The grand tour was arranged by KTVI (TV) St. Louis with the cooperation of KLM Air Lines as well as St. Louis and national Seven-up personnel.

The project was suggested by a national Seven-Up promotion contest by ABC with its affiliates in support of *Zorro*. Don Curran, KTVI's promotion manager, came up with the idea of sending a 14-inch doll of the soft drink's trademark item, Fresh-Up Freddie, around the world. And so Freddie, in his transparent plastic travelling case, was wished *bon voyage* on the *Coffee Break* program and set off on his adventure, chaperoned by KLM stewardesses.

Hundreds of photographs were sent back to the station as the bird visited over 20 foreign countries. These were incorporated into store displays and shown on KTVI. The Seven-Up bottlers in St. Louis brought out a special Fresh-Up Freddie doll to be offered as a premium for a dollar in addition to coupons attached to six-packs. Over 5,000 were sold in the area. The displays and premiums were heavily advertised on the station through a saturation spot campaign which KTVI says more than compensated for its expense in the promotion.

A midget impersonated the woodpecker throughout St. Louis distributing free balloons, pencils and rulers. He stopped traffic downtown and was well received in schools and hospitals. The St. Louis Seven-Up bottlers reported a strong increase in sales which they attributed to the promotion.

Texans" sign were distributed by KOMO-TV Seattle. The station's stickers, however, promote ABC-TV shows featured by it. Examples: "Built in Chicago by The Untouchables"; "Made in Disneyland by Mickey Mouse"; "Protected by Robert Taylor's Detectives"; "Made in Mulkilteo by The Real McCoys."

Guide to 'Ivanhoe'

A teaching guide to the *Ivanhoe* tv film series has been prepared by Screen Gems for use by stations and sponsors as a promotional aide. The guide, decorated with stills of the program, suggests ways in which teachers of several grades can direct their students' interest into various educational channels.

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NEWSPAPER GETS TORONTO TV

'Toronto Telegram' wins over 8 opponents

Less than a week after completing hearings among nine applicants for a second Toronto television station, the Board of Broadcast Governors on March 25 announced at Ottawa that it had recommended to the Minister of Transport the license be granted to Baton Aldred Rogers Broadcasting Ltd. Owners include the *Toronto Telegram*, evening daily, 51%; Foster Hewitt, sportscaster and owner of CKFH Toronto, 10%, and Paul Nathanson, president of Sovereign Film Distributors Ltd., Toronto, who owns a minority interest in CHCH-TV Hamilton, Ont., 10%.

Other shareholders in Baton Aldred Rogers Ltd., are Joel Aldred, commentator and commercial announcer, who will be president of the company; Edward S. Rogers, Toronto, who will be vice-president, and whose father started CFRB Toronto, in 1927, and Rai Purdy, Toronto program producer who helped Canadian radio-newspaper chain owner Roy Thomson establish Scottish Television Ltd. at Edinburg, Scotland.

Directors of Baton Aldred Rogers Broadcasting Ltd. include lawyer Charles L. Dubin as secretary, Delbert S. Perigoe, vice-president and managing director of the *Toronto Telegram*, as treasurer; and Toronto lawyers John W. Graham and Allan L. Beattie.

The Toronto ch. 9 station with 325 kw video, and 162 kw audio, and antenna 925 feet above average terrain, is considered one of the choicest Canadian television properties. Baton Aldred Rogers Broadcasting Ltd. is expected to go on the air January 1 with 86 hours of weekly programming, which will have 61.73% Canadian content to meet BBG minimum requirements of 55%. Station will be located in the north central part of Toronto with a split-level studio and headquarters building on a 20-acre site. The building will have three studios. A theatre studio for audience shows will be available in downtown Toronto.

While the *Toronto Telegram* owns 51% of the voting stock, it will limit its profits to 40% of the total. Its equity ownership will be 42.5%. The *Toronto Telegram* will supply $1,277,113 of the total capital of $3,000,813. Alfred Rogers Ltd. will supply $1,085,240, Foster Hewitt $319,200, Sovereign Film Distributors Ltd. $319,200, and Heathcourt Blvd. Investments Ltd., $60. Of the $3 million capital, $801,213 will be raised by issuance of common and preferred shares and $2,199,400 in 6% debenture bonds. The company plans spending about $2 million on land, buildings and equipment, $1 million for operations for the first three years. The company expects revenues in the first year of $4,664,900 and expenses of $4,503,500 including $1,646,000 for live programming.

Toronto Telegram ownership, the application revealed, rests in 23,999 common shares held by trusts, the beneficiaries of which are the children of John Bassett, president of the *Toronto Telegram*, and chairman of Baton Aldred Rogers Broadcasting Ltd., and the children of John David Eaton, department chain store owner of T. Eaton Co. Ltd., largest retail organization in Canada.

In addition to the new ch. 9 station, Toronto viewers are also served by CBLT (TV) Toronto, ch. 6; WGR-TV Buffalo, N.Y., ch. 2; WBEN-TV Buffalo, ch. 4; WKBW-TV Buffalo, ch. 7; and CHCH-TV Hamilton, Ont., ch. 11.

CMQ's bank accounts seized by Castro

The National Bank of Cuba last week froze the accounts of that country's last independent radio-television outlet, CMQ. The move was seen as a prelude to the Castro government's seizure of the network.

The station's leading commentator, Luis Conte Aguero who recently charged that the Cuban government was overrun with communists, also had his account frozen. Señor Aguero has fled to the Argentine Embassy where he has been granted asylum.

Sources at the National Bank said that the action will be followed by a formal investigation to determine whether Goar and Abel Mestre, the network owners, and Señor Aguero, acquired any savings through illegal contacts with former dictator Batista.

The Mestre brothers' holdings include Circuito CMQ, S.A. with tv relay stations in Camaguey, Matanzas, Santa Clara and Santiago de Cuba and an island-wide group of radio stations.

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TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live; T, video tape. All times are EST.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up and Live*, sust., L.
NBC-TV No network service.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *FYI*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Bishop Pike*, sust., L; last play date May 15, 1960. No network service after that date; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV 12-12:55 *CBS-TV Workshop*, sust., L; 12:55-1 p.m. *CBS-TV News*, sust., L.
NBC-TV No network service.

1-2 p.m.

ABC-TV *College News Conference*, sust., L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Pro Basketball*, Bayuk, Gen. Mills, alt., Schick alt., Anheuser Busch (Reg.), L.

3-4 p.m.

ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 *Championship Bridge*, North American-Van Lines. Last play date April 10. After this date, no network service.
CBS-TV 3-4:30 *Sunday Sports Special*, Schlitz, alt. wks. L and F.
NBC-TV *Pro Basketball*, cont.

4-5 p.m.

ABC-TV No network service.
CBS-TV 4-4:30 *Sunday Sports Special*, cont.; 4:30-5 *Face the Nation*, sust., L.
NBC-TV 4-4:30 *Basketball*, cont.; 4:30-5 *World Championship Golf*, A.S.R. Products, Bayuk, L.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, sust., L; 5:30-6 *Lone Ranger*, Gen. Mills, Sweets, Lionel, F.
CBS-TV 5-5:30 *Conquest*, sust., L; 5:30-6 *College Bowl*, General Electric, F.
NBC-TV 5-5:30 *Golf*, cont.; 5:30-6 *Time: Present*, Kemper, alt., L&F.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Small World*, Olin Mathieson, F; 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, U.S. Tobacco, alt., L.; 6:30-7 *Saber of London*, Sterling Drug, F.

7-8 p.m.

ABC-TV 7-7:30 *Broken Arrow*, Mars, F; 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *Dennis the Menace*, Best Foods, F.
NBC-TV *Overland Trail*, Lorillard, Warner-Lambert, Breck, P&G, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV *Sunday Showcase*, part., L.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Meyers, F; 9:30-10 *The Alaskans*, L&M, Armour, 7-Up, duPont, Chevrolet, Polk Miller, F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Alaskans*, cont.; 10:30-11 *Johnny Staccato*, Alberto-Culver, F.
CBS-TV 10-10:30 *Jack Benny Show*, alt. with *George Gobel Show*, Lever, L&F.; 10:30-11 *What's My Line?*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Warner-Lambert alt., F; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, Adams Corp., American Dairy Assn., Beltone, Berkshire Mills, Bissell, J.R. Clark Co., Durkee, E.I. duPont De Nemours, Nat'l Presto, Stokely Van Camp, Arvida, T, L.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust., L; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

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$400,000

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$125,000

ROCKY MOUNTAIN STATE—Daytimer with excellent dial position in prosperous, fast growing market. Retail trading area population well over 100,000. Station needs fulltime owner-manager attention. Priced at $125,000 with $25,000 down and balance out over ten years.

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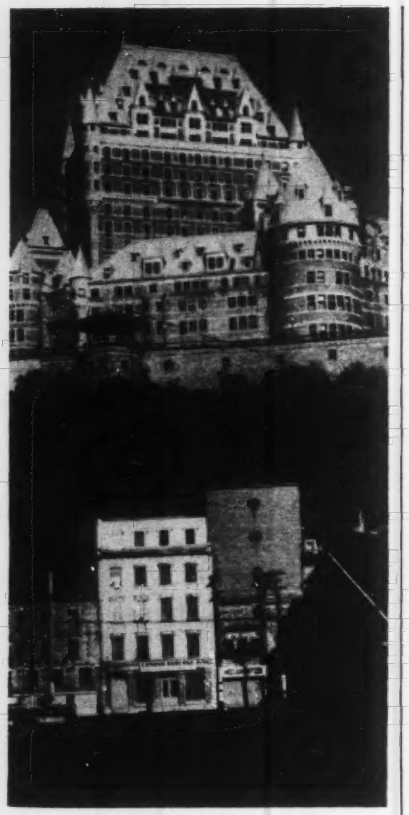

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9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, cont.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Red Rowe Show*, sust., L; 10:30-11 *On The Go*, sust., F.
NBC-TV 10-10:30 *Dough Re Mi*, Nabisco, Sweets Co., L; 10:30-11 *Play Your Hunch*, Sterling Drug, L.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gerber, U.S. Steel, Simoniz, Gen. Mills, Mennen, Armstrong, Kodak, F; 11:30-12 *December Bride*, Scott, Colgate, Simoniz, F.
NBC-TV 11-11:30 *The Price Is Right*, Ponds, Congoleum, Sterling, Whitehall, Lever, Nabisco, Standard Brands, Frigidaire, Heinz, Culver, Miles, L; 11:30-12 *Concentration*, Culver, Lever, Ponds, Frigidaire, Miles, Nabisco, Brillo, Whitehall, Heinz, Brown & Williamson, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Restless Gun*, part., F; 12:30-1 *Love That Bob*, part., F.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Lever, Gen. Mills., Nabisco, Dumas Milner, Gold Seal, Armstrong, Toni, Standard Brands, Quaker Oats, L; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Truth or Consequences*, Miles, Ponds, P&G, Whitehall, Nabisco, Culver, Heinz, Rexall, Standard Brands, Frigidaire, Congoleum, L; 12:30-1 *It Could Be You*, Whitehall, Ben-Gay, Ponds, P&G, Miles, Culver, Heinz, Nestle, Block Drug, Congoleum, Nabisco, Frigidaire, Brillo, Standard Brands, L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L; 1:30-2 No network service.
CBS-TV 1-1:05 *Network News*, sust., L; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, Carnation, P&G, Pillsbury, Standard Brands, Sterling Drug, Nabisco, Quaker Oats, Gen. Mills, Helene Curtis, L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part., L; 2:30-3 *Gale Storm Show*, part, F.
CBS-TV 2-2:30 *For Better or Worse*, Lever, Scott and sust. segments, Gold Seal, Dumas Milner, Toni, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Chicken O' the Sea, Carnation, S.C. Johnson, Scott, Toni, Hoover, Bauer & Black, Armstrong, L.
NBC-TV 2-2:30 *Queen For A Day*, P&G, Block Drug, Culver, Ben-Gay, Nestle, Congoleum, Heinz, Nabisco, Ponds, L; 2:30-3 *Loretta Young Theatre*, Nestle, Frigidaire, Heinz, F.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part, L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, Standard Brands, Simoniz, Colgate-Palmolive, Quaker Oats, and sust., L; 3:30-4 *The Verdict Is Yours*, American Home Products, Toni, Lever, Sterling Drug, Scott, Dumas Milner, Simoniz, Standard Brands, L.
NBC-TV 3-3:30 *Young Dr. Malone*, Lever, Proctor Elec., Sterling, Rexall, Heinz, Miles, Culver, L; 3:30-4 *From These Roots*, Lever, Nestle, Standard Brands, L.

4-5 p.m.

ABC-TV 4-5:30 *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Remington Rand, Standard Brands, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, S.C. Johnson, Armstrong, Helene Curtis, Pet Milk, American Home Products, Pillsbury, Sterling Drug, Nabisco, and sust., L.
NBC-TV 4-4:30 *Comedy Playhouse*, Ponds, Rexall, Proctor Elec., F; 4:30-5 *Adventure Time*, F.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 (Mon., Fri.) *Rin Tin Tin*, part., F; (Tue., Thur.) *Rocky and His Friends*, part., F; (Wed.) *My Friend Flicka*, part., F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News* (weekly Mon., alt. Tue., Wed., Thur., Fri.), American Home Products (alt. Tue., Thur., Fri.), Philip Morris; (alt. Wed.) Carter, L; 7-7:15 No network service; 7:15-7:30 *News* (weekly Mon., alt. Tue., Wed., Thur., Fri.), American Home Products (alt. Tue., Thur., Fri.), Philip Morris (alt. Wed.), Carter, L.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L; 7-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, Adams Corp., Adolph's, Alberto-Culver, American Marietta, Bayuk, Ben Mont Papers, Block Drug, Bon Ami, Calgon, Durkee, F&F Labs., Dayser-Roth, Mennen, Palm Beach Co., Polaroid, Amity Leather, Sandura, W.F. Schrafft & Sons, Sealy, Stokely-Van Camp, Studebaker-Packard, Sylvania, Warner-Lambert, various sponsors, T.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, J&J, American Chicle, Armour, Ritchie, P&G, Ralston, F.
CBS-TV *Kate Smith Show*, American Home Products, L.
NBC-TV 7:30-8:30 *Riverboat*, Noxzema, Sunshine, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Bourbon Street Beat*, Reynolds Metals, Brown & Williamson, P&G, Helene Curtis, Van Heusen, Libbey-Owens-Ford, duPont, F.
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, alt. with All State, F; 8:30-9 *Father*

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Knows Best, Lever, Scott Paper, F.
NBC-TV 8-8:30 *Riverboat*, cont.; 8:30-9 *Tales of Wells Fargo*, American Tobacco, alt. with P&G, F.

9-10 p.m.

ABC-TV 9-9:30 *Bourbon Street Beat*, cont.; 9:30-10 *Adventures in Paradise*, Liggett & Myers, Reynolds Metals, duPont, Armour, F.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol Myers, R.J. Reynolds, F; 9:30-10 *Alcoa Goodyear Theatre*, Alcoa, alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Amateur Hour*, Pharmaceuticals, L.
CBS-TV 10-10:30 *Hennesey*, P. Lorillard, alt. with Gen. Foods, F; 10:30-11 *June Allyson*, duPont, F.
NBC-TV *Steve Allen*, Plymouth, L.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bronco*, alt. with *Sugarfoot*, Brown & Williamson, Quaker Oats, Helene Curtis, Carnation Milk, Haggers, duPont, Gen. Mills, Chevrolet, Simoniz, F.
CBS-TV No network service.
NBC-TV *Laramie*, L&M, Warner-Lambert, Ansco Camera, P&G, Sunshine Biscuit, Miles, Colgate, F.

8-9 p.m.

ABC-TV 8-8:30 *Bronco* or *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, Gen. Mills, P&G, F.
CBS-TV 8-8:30 *Dennis O'Keefe Show*, Oldsmobile, F; 8:30-9 *Dobie Gillis*, Philip Morris, alt. with Pillsbury, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Ford Startime*, Ford, T.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs., Ralston, P&G, F; 9:30-10 *Colt .45*, Brown & Williamson, Whitehall, F.
CBS-TV 9-9:30 *Tightrope*, Pharmaceuticals, L; 9:30-10 *Red Skelton*, S.C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *Ford Startime*, cont.; 9:30-10 *Arthur Murray Party*, P. Lorillard, alt. with Sterling, L.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co. of America, F; 10:30-11 *Keep Talking*, Mutual of Omaha, L.
CBS-TV *Garry Moore Show*, Kellogg, S.C. Johnson, Polaroid, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 *M-Squad*, American Tobacco, alt., F. 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Music For a Spring Night*, sust., L.
CBS-TV 7:30-8:30 *Be Our Guest*, American Home Products, Hazel Bishop, Manhattan Shirt, Helene Curtis, L.
NBC-TV *Wagon Train*, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Music For a Spring Night*, cont.; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *Be Our Guest*, cont.; 8:30-9 *Men Into Space*, American Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price Is Right*, Lever, Spiedel, L.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Carter, Whitehall, Ritchie, American Chicle, F.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got A Secret*, R.J. Reynolds, alt. with Bristol-Myers, L.
NBC-TV *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs., Brown & Williamson, L; 10:45-11 No network service.
CBS-TV *U.S. Steel Hour*, U.S. Steel, alt. with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life*, P&G, F; 10:30-11 *Wichita Town*, P&G, T.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Steve Canyon*, sust., F.

SPECIALS ON NETWORK TV IN APRIL, MAY & JUNE

ABC-TV

April 15: 1:30-2 p.m.
The Shroud of Turin.
April 20: 8:30-10 p.m.
Ninotchka, General Mills, Westclox.
April 27: 10-11 p.m.
Invitation to Paris, Renault.
May 12: 9:30-10:30 p.m.
Frank Sinatra Show, Timex.

CBS-TV

April 7: 8-9:30 p.m.
duPont Show of the Month, duPont.
April 8: 9-10 p.m.
Manhattan.
April 9: 5-6 p.m.
Masters Golf Tournament, Travelers Insurance, American Express.
April 10: 4-5:30 p.m.
Masters Golf Tournament, Travelers Insurance, American Express.
April 21: 10-11 p.m.
CBS Reports, Bell & Howell, Goodrich.
April 22: 9-10 p.m.
Manhattan.
April 27: 10-11 a.m.
Woman!
May 6: 9-10 p.m.
Arthur Godfrey Special, Greyhound, Sears Roebuck.
May 7: 5:15-5:45 p.m.
Kentucky Derby, Schlitz.
May 7: 9-10 p.m.
Phil Silvers Special, Carling.
May 18: 10-11 p.m.
Jack Benny Hour, Benrus, Greyhound (repeat of Nov. 7, 1959 special)
May 19: 9:30-11 p.m.
Buick Electra Playhouse, Gen. Motors.
May 21: 5:30-6 p.m.
Pimlico Preakness, Schlitz.
May 27: 9-10 p.m.
Ringling Bros. Circus.
May 27: 10-11 p.m.
CBS Reports, Bell & Howell, Goodrich.
June 3: 9-10 p.m.
Manhattan.
June 11: 4:30-5 p.m.
Belmont Stakes, Schlitz.
June 17: 9-10 p.m.
CBS Reports, Bell & Howell, Schlitz.

NBC-TV

April 4: 10:30—conclusion.
Oscar Awards, Academy of Motion Picture Arts & Sciences.
April 8: 8:30-10 p.m.
Art Carney, AC/UMS.
April 10: 6:30-8 p.m.
Hallmark Hall of Fame, Hallmark.
April 10: 8-9 p.m.
Our American Heritage, Equitable.
April 15: 8:30-9:30 p.m.
Jerry Lewis Show, Timex.
April 16: 8:30-9:30 p.m.
Andy Williams Pontiac Show, Pontiac.
April 20: 9-10 p.m.
Bob Hope Show, Buick.
April 22: 8:30-9:30 p.m.
Mark Twain's America.
April 24: 8-9 p.m.
Rexall Special, Rexall.
April 26: 10-11 p.m.
Jack Parr Special.
April 29: 8:30-9:30 p.m.
Bell Telephone Hour, AT&T.
May 2: 9:30-11 p.m.
Hallmark Hall of Fame, Hallmark.
May 6: 8:30-9:30 p.m.
Art Carney, AC/UMS.
May 12: 10-11:30 p.m.
Emmy Awards, Benrus, P&G.
May 13: 10-11 p.m.
Gene Kelly, Pontiac.
May 15: 8-9 p.m.
News Special.
May 27: 8:30-9:30 p.m.
News Special.
June 3: 8:30-9:30 p.m.
Summer on Ice, Brewers' Foundation.

CBS-TV No network service.
NBC-TV *Law of the Plainsman*, Ansco Camera, Sunshine Biscuits, Renault, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Campbell Soup, J&J, F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Betty Hutton*, Gen. Foods, F; 8:30-9 *Johnny Ringo*, S.C. Johnson, alt. with P. Lorillard, F.
NBC-TV 8-8:30 *Bat Masterson*, Sealtest, F; 8:30-9 *Johnny Staccato*, R.J. Reynolds, alt. with Bristol-Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Show*, Chevrolet, L; 9:30-10:30 *The Untouchables*, L&M, Colgate, Carnation, H.F. Ritchie, Armour, 7-Up, duPont, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, Gen. Foods, F; 9:30-10 *Markham*, Schlitz, alt. with Renault, F.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, alt. with Whitehall, F; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Consolidated Cigars, F.
CBS-TV 10-11 *Revlon Revue*, Revlon.
NBC-TV 10-10:30 *You Bet Your Life*, Lever, alt. with Pharmaceuticals, F; 10:30-11 *The Lawless Years*, Alberto-Culver, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Walt Disney Presents*, Ward Baking, Mars, Canada Dry, Derby, F.
CBS-TV *Rawhide*, Parliament, H.C. Moores, Nabisco, Wm. Wrigley, Colgate, L.
NBC-TV *People Are Funny*, Greyhound, Glenbrook, alt., F.

8-9 p.m.

ABC-TV 8-8:30 *Walt Disney Presents*, cont.; 8:30-9 *Man From Blackhawk*, Miles, R.J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9 *Hotel de Paree*, Carter, Liggett & Myers, L.
NBC-TV 8-8:30 *Troubleshooters*, Philip Morris, alt. with H-A Hair Arranger, F; 8:30-9 *Specials*, L.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Ritchie, R.J. Reynolds, F.
CBS-TV *Desilu Playhouse*, Westinghouse, alt. wks., F.
NBC-TV 9-9:30 *Specials*, cont.; 9:30-10 *Masquerade Party*, Block Drug, Hazel Bishop, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor's Detectives*, P&G, F; 10:30-11 *Black Saddle*, L&M, Alberto Culver, F.
CBS-TV 10-10:30 *Twilight Zone*, Kimberly-Clark, alt. with Gen. Foods, F; 10:30-11 *Person to Person*, Carter, alt. with AllState, L.
NBC-TV *Cavalcade of Sports*, Gillette, L.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Heckle & Jeckle*, Gen. Mills, F; 10:15-10:30 *Mighty Mouse*, Colgate-Palmolive, alt. wks., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, Nabisco, L; 10:30-11 *Ruff and Reddy*, Gen. Foods, alt. with Borden, F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:15 *Lone Ranger*, Gen. Mills; 11:15-11:30 *Lone Ranger*, sust., F; 11:30-12 *I Love Lucy*, sust., F.
NBC-TV 11-11:30 *Fury*, General Foods, with Borden, F; 11:30-12 *Circus Boy*, Miles, alt. with sust., F.

Noon-1 p.m.

ABC-TV 12-12:30 *Lunch with Soupy Sales*, Gen. Foods, L; 12:30-1 No network service.
CBS-TV 12-12:30 *Sky King*, Nabisco, F; 12:30-1 No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, ½F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Saturday News*, sust., L; 1:30-2 No network service.
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV 2-conclusion *Baseball—Game of the Week*, part., L.
NBC-TV 2-4:30 *Pro Basketball*, Bayuk, Anheuser-Busch, Gen. Mills, L; 4:30-5:30 *World Champion Golf*, Bayuk, alt., American Safety Razor, L.

5-7:30 p.m.

ABC-TV No network service.
CBS-TV 4-7:30 No network service.
NBC-TV 5-5:30 *World Championship Golf*, cont.; 5:30-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV *Dick Clark Show*, Beech-Nut, Life Savers, L.
CBS-TV *Perry Mason*, Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.
NBC-TV *Bonanza*, RCA, L&M, F.

8-9 p.m.

ABC-TV 8-8:30 *John Gunther's High Road*, Ralston, F; 8:30-9 *Leave It To Beaver*, Ralston, F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9 *Wanted—Dead or Alive*, Brown & Williamson, alt. with Kimberly-Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Man and the Challenge*, Chemstrand, alt. with R.J. Reynolds, F.

9-10 p.m.

ABC-TV *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *Mr. Lucky*, Lever, alt. with Brown & Williamson, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *The Deputy*, Kellogg, alt. with General Cigar, F; 9:30-10:30 *World Wide 60*, sust., F.

10-11 p.m.

ABC-TV *Jubilee USA*, Massey-Ferguson, part., L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 No network service.
NBC-TV 10-10:30 *World Wide 60*, cont.; 10:30-11 *Man From Interpol*, Sterling, F.

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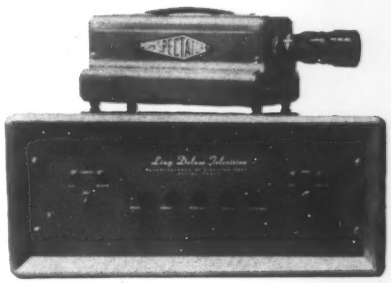

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FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

March 24 through March 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Kaiser Hawaiian Village, Hilo, Hawaii—Granted cp for new tv station to operate on ch. 13: ERP 3.7 dbk (2.34 kw) vis. and 1.4 dbk (1.38 kw) aur.; ant.- height minus 670 ft.; engineering conditions and subject to causing no interference to Federal Aviation Agency radio installations in Hawaii. Ann. Mar. 24.

***The School District of Kansas City, Kansas City, Mo.**—Waived sec. 3.685 (a) of rules and granted application for new noncommercial educational tv station to operate on ch. *19; ERP 12.5 dbk (17.8 kw) vis. and 9.9 dbk (9.77 kw) aur.; ant. height 510 ft. Ann. Mar. 24.

Lake Huron Bcstg. Corp.; Gerity Bcstg. Co., Alpena, Mich.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Ann. Mar. 24.

Existing Tv Stations

ACTIONS BY FCC

KSTF (TV) Scottsbluff, Neb.—Granted waiver of sec. 3.652 (a) of rules to permit KSTF (TV) to identify itself with Gering as well as Scottsbluff. Comr. Bartley dissented. Ann. Mar. 24.

WSPA-TV Spartanburg, S.C.—By letter, advised that action on application for cp to relocate WSPA-TV from its present site on Paris Mountain to site on Caesar's Head Mountain and other related changes will be deferred until conclusion of remand proceeding on its application to change trans. site, etc. Ann. Mar. 24.

Tv Translators

ACTIONS BY FCC

Kaiser Hawaiian Village, Honohina, Hawaii—Granted cp for new tv translator station on ch. 76 to translate programs of KMVI-TV (ch. 12) Wailuku, Maui. Ann. Mar. 24.

Hawaiian Bcstg. System, Lihue, Kauai, Hawaii—Granted cp for new tv translator station on ch. 70 to translate programs of KGMB-TV (ch. 9) Honolulu. Ann. Mar. 24.

Cap Rock Translator System Inc., Memphis, Tex.—Granted applications for three new tv translator stations on chs. 71, 77 and 80 to translate programs of Amarillo stations KGNC-TV (ch. 4), KVII (ch. 7) and KFDA-TV (ch. 10), respectively. Ann. Mar. 24.

Yakima Wireless Community Tv Assn. Inc., Yakima, Selah, Cowiche and Naches Heights, all **Washington**—Granted cps for two new tv translator stations on ch. 73 to serve Yakima and Selah and on ch. 78 to serve Cowiche and Naches Heights area by translating programs of KOMO-TV (ch. 4) Seattle. Chmn. Ford dissented. Ann. Mar. 24.

New Am Stations

ACTIONS BY FCC

Providence, R.I.—Radio Rhode Island Inc. Granted 990 kc, 50 kw D. P.O. address 111 Westminister St., Room 405, Providence. Estimated construction cost $229,616, first year operating cost $180,000, revenue $240,000. Owners are **Harry Pinkerson** (62.5%) and others. Mr. Pinkerson is in women's clothing business. Ann. Mar. 25.

APPLICATIONS

West Side Radio, Tracy, Calif.—Amendment to application for cp to change hours of operation from D to unl., using power of 500 w (increase power from 250 w), change ant.-trans. location and studio location, change from DA-D to DA-D and N (DA-1), changes in DA system and ground system and change type trans. (710 kc). Ann. Mar. 25.

Galen O. Gilbert, Aurora, Mo.—Amendment to application for cp for new station to change frequency from 1550 kc to 940 kc, decrease power from 1 kw to 500 w, make changes in ant. system (increase height) and change type trans. Ann. Mar. 25.

Carmichael, Calif.—Olympic Bcstrs. Inc. 710 kc, 250 w D. P.O. address % D.D. Kahle, 860 Jewell Ave., Pacific Grove, Calif. Estimated construction cost $96,435, first year operating cost $100,000, revenue $125,000. Principals include **William E. Boeing Jr.,** 90%, and **Douglas D. Kahle,** 10%. Mr. Boeing is owner of KEDO Longview, Wash., KPAM and KPFM Portland, Ore. Mr. Kahle has interest in KWIN Ashland, Ore., and is employe of Edwin Tornberg & Co., media brokers. Ann. Mar. 30.

Ft. Myers, Fla.—William H. Martin 1350 kc, 1 kw D. P.O. address Box 1222, Lakeland, Fla. Estimated construction cost $16,050, first year operating cost $48,000, revenue $60,000. Applicant has interest in WYSE Lakeland, WOOO Deland, WHYS Ocala, and WMEN, Tallahassee, all Florida. Ann. Mar. 24.

Largo, Fla.—Seminole Bcstg. Co. 900 kc, 1 kw D. P.O. address 580 Indian Rocks Rd., Largo, Fla. Estimated construction cost $17,377, first year operating cost $31,500, revenue $46,000. Principals include **Robert A. Petelle, Elizabeth A. McCord,** and **Norman Bie Jr.,** 33⅓% each. Mr. Petelle and Mrs. McCord are in insurance. Mr. Bie is attorney. Ann. Mar. 28.

Cochran, Ga.—Frank Van Hobbs 1310 kc, .5 kw D. P.O. address Box 325 Green Cove Springs, Fla. Estimated construction cost $15,000, first year operating cost $24,000, revenue $30,000. Applicant owns WGRC Green Cove Springs, Fla. Ann. Mar. 24.

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Indianapolis, Ind.—Hoosier Bcstg. Corp. 1150 kc, 1 kw. P.O. address 3000 East 65th St., Indianapolis, Ind. Estimated construction cost $34,650, first year operating cost $180,000, revenue $227,000. Principals include **Philip R. Hedback,** 78%, and others. Mr. Hedback is in heating and air-conditioning. Ann. Mar. 24.

Indianapolis, Ind.—Independent Indianapolis Bcstg. Corp. 1150 kc, 1 kw. P.O. address % Tavels, 3301 West Central Ave., Toledo, Ohio. Estimated construction cost $74,161, first year operating cost $84,000, revenue $120,000. Principals include **Marvin E. Tavel,** 70%, and others. Mr. Tavel is in retail furniture. Ann. Mar. 28.

Edina, Minn.—Edina Corp. 1080 kc, 10 kw. P.O. address Box 762, % KYSN Colorado Springs, Colo. Estimated construction cost $103,985, first year operating cost $120,000, revenue $150,000. Principals are **John C. Hunter, Robert Donner Jr., Kenneth Palmer** and **Croil Hunter,** 25% each. Croil Hunter is in banking. Other principals are owners of KYSN Colorado Springs, Colo. John C. Hunter is majority stockholder in WCMP Pine City, Minn. and in KOWB Laramie, Wyo. Ann. Mar. 28.

Aurora, Mo.—B.J. Hart 940 kc, 500 w D. P.O. address Box 310, Mt. Vernon, Mo. Estimated construction cost $27,000, first year operating cost $30,000, revenue $35,000. Applicant is in laundry business. Ann. Mar. 30.

Ventnor-Margate, N.J.—Marymac Bcstrs. 1570 kc, 1 kw. P.O. address 2000 P St., Washington, D.C. Estimated construction cost $21,500, first year operating cost $45,000, revenue $55,000. Principals are **John R.** and **Mary C. McKenna,** equal partners. Mr. McKenna, a radio engineer, was former stockholder in WGLN Glen Falls and WKNY Kingston, both New York. Ann. Mar. 30.

Niles, Ohio—Niles Bcstg. Co. 1540 kc, .5 kw D. P.O. address 411 Mahoning Bank Bldg., Youngstown, Ohio. Estimated construction cost $35,779, first year operating cost $42,000, revenue $58,000. Principals include **Frank Bevilacqua, Stephen Conti,** 40% each, **Peter Michaels,** 2%. Mr. Bevilacqua is in life insurance. Mr. Conti is in bakery business. Mr. Michaels is lawyer. Ann. Mar. 25.

Existing Am Stations

ACTIONS BY FCC

KDB Santa Barbara, Calif.—Is being advised that application for renewal of license indicates necessity of hearing in light of over-all programming operations and disparity between program representations and actual operation. Ann. Mar. 24.

WPRA Mayaguez, P.R.—Granted extension of authority to Sept. 30 to operate with temporary vertical ant., pending final disposition of applications involving move of facilities of WPRA (990 kc) to Guaynabo. Ann. Mar. 24.

KWSC Pullman, Wash., KTW Seattle, Wash.—Designated for consolidated hearing applications for renewal of licenses of KWSC & aux. and KTW and mod. of license of KWSC to specify unl. time operation. KWSC and KTW now share time at night on 1250 kc, 5 kw, and operate simultaneously daytime. Ann. Mar. 24.

APPLICATIONS

KVIP Redding, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (540 kc). Ann. Mar. 29.

KLOK San Jose, Calif.—Cp to increase nighttime power from 1 kw to 5 kw and make changes in nighttime DA pattern. (Request waiver of sec. 3.28 (c) of rules.) (1170 kc.) Ann. Mar. 28.

KCRT Trinidad, Colo.—Mod. of license to change hours of operation from unl. to specified hours (1240 kc). Sign-on to 8 p.m. daily. Ann. Mar. 25.

KOEL Oelwein, Iowa—Cp to increase daytime power from 1 kw to 5 kw, make changes in DA system (one additional tower) and install new trans. (950 kc). Ann. Mar. 25.

KFNF Shenandoah, Iowa—Cp to increase power from 500 w, 1 kw D. Change ant.-trans. and studio locations, install DA D and N (DA-2) and new ground system, install new trans. and change station location to Council Bluffs, Iowa (920 kc). Ann. Mar. 28.

KWOS Jefferson City, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.28 (c) of rules.) (1240 kc.) Ann. Mar. 28.

KARA Albuquerque, N.M.—Cp to change frequency from 1310 kc to 860 kc and make changes in ant. system (increase height). Ann. Mar. 28.

WHOT Campbell, Ohio—Cp to change frequency from 1570 kc to 1330 kc, change hours of operation from D to unl. using power of 1 kw, install new trans. at different trans. site with DA for nighttime use (two ant.-trans. locations), changes in present DA for daytime use (4 additional towers) (DA-2). (Request waiver of sec 3.28 (c) of rules for daytime operation.) Ann. Mar. 30.

WPME Punxsutawney, Pa.—Cp to increase power from 1 kw to 5 kw (with power reduced to 1 kw during critical hours) and install new trans. (1540 kc). Ann. Mar. 28.

KIUN Pecos, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Mar. 24.

WTAP Parkersburg, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.28 (c) (3) of rules.) (1230 kc.) Ann. Mar. 28.

New Fm Stations

ACTIONS BY FCC

Little Rock, Ark.—Hi-Fi Fm Bstg. Co. Granted 94.1 mc, 31 kw. P.O. address 311 Main St., Little Rock, Ark. Estimated construction cost $35,770, first year operating cost $35,000, revenue $40,000. Principal applicant is **James A. Moses** (96⅔%). Mr. Moses is in record business. Ann. Mar. 24.

APPLICATIONS

Boise, Idaho—Good Music Bcstg. Co. 99.9 mc, 18.92 kw. P.O. address 802 Bannock St., Boise, Idaho. Estimated construction cost $26,000, first year operating cost $32,500, revenue $40,500. Principals include **Roger L. Hagadone, John W. Warren,** 49% each, and others. Mr. Warren is in stocks and bonds. Mr. Hagadone has interest in KCIX-TV Nampa, Idaho. Ann. Mar. 25.

Minneapolis, Minn.—Plains Radio Bcstg. Co. 100.3 mc, 8.88 kw. P.O. address Amarillo, Tex. Estimated construction cost $31,332, first year operating cost $36,000, revenue $45,000. Plains Radio is 81% owned by **Globe-News Publishing Co.,** of which **Ed Fagg Trusts** has 53.676% interest. Globe-News is licensee of KGNC-TV Amarillo. Plains Radio is licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Mr. Trusts also holds 19% interest in Plains Radio. Ann. Mar. 28.

Atlantic City, N.J.—South Jersey Radio Inc. 103.7 mc, 3.07 kw. P.O. address Old Turnpike, Pleasantville, N.J. Estimated construction cost $8,755, first year operating cost $2,500, revenue $5,000. Principals include **Harlan G. Murrelle, Howard L. Green,** 16.6% each, and others. Applicants also own WOND Pleasantville, N.J. and WMMB Melbourne, Fla. Ann. Mar. 24.

Miamisburg, Ohio—Miami Valley Christian Bcstg. Assn. 93.9 mc, 6.533 kw. P.O. address Box 222, Miamisburg, Ohio. Estimated construction cost $19,250, first year operating cost $36,000, revenue $48,000. Miami Valley is a nonprofit, religious association. Ann. Mar. 28.

Existing Fm Stations

ACTIONS BY FCC

KDKA-FM Pittsburgh, Pa.—Granted temporary authority to Sept. 30 to transmit play-by-play descriptions of Pittsburgh Pirates baseball games to other am and fm stations within its service area; multiplex operation on subcarrier frequency of about 67 kc to conform with sec. 3.319 of subsidiary communications rules, and participating stations to comply with secs. 3.121 and 3.291 of rebroadcast rules. Ann. Mar. 24.

Ownership Changes

ACTIONS BY FCC

KXLR North Little Rock, Ark.—Granted assignment of license to **Arkansas Bcstg. Inc. (Devane Clarke,** president); consideration $215,000. Ann. Mar. 30.

KWG Stockton, Calif.—Granted assignment of license to **KMO Inc. (Carl E. Haymond,** major stockholder of KIT Yakima, Wash.); consideration $140,143. Ann. Mar. 30.

KUDY Littleton, Colo.—Granted assignment of license to **M-O-R Bcstg. Corp. (Robert B. Martin,** president); consideration $240,000 rental for 20 years with option to purchase for $75,000 after 19 years. Ann. Mar. 30.

KEEP Twin Falls, Idaho—Granted transfer of negative control to **Janice M.** and **Ralph W. Burden Jr.**; consideration $100 for 50% interest. Mr. Burden has been general manager of KEEP. Ann. Mar. 30.

KNDY Marysville, Kan.—Granted assignment of license to **Wyman N.** and **Willa M. Schnepp,** as tenants-in-common; consideration $45,000. Ann. Mar. 24.

WYFE New Orleans, La.—Granted assignment of license from WYFE Inc. **(Connie B. Gay,** president) to WWOM Inc. **(William F. Johns Jr.,** president, has interest in

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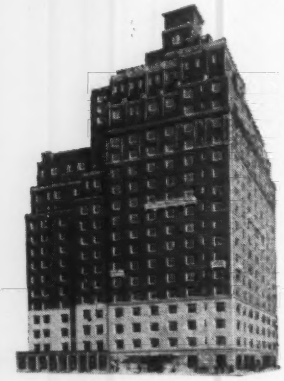

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KNOTT HOTELS

WMIN St. Paul, Minn.; WLOD Pompano Beach, Fla., and KRIB Mason City, Iowa); consideration $300,000. Comr. Bartley dissented. Ann. Mar. 30.

KCLP Rayville, La.—Granted assignment of license to **John Touchstone**; consideration $40,000. Ann. Mar. 30.

WCME Brunswick, Me.—Granted transfer of control from **Glenn H. Hilmer** and **Clifford G. Kemberling** to **Roger H. Strawbridge** and **William N. McKeen**; consideration $96,221 includes 51% interest in WHOU Houlton, Me. Ann. Mar. 30.

WHOU Houlton, Me.—Granted (1) renewal of license and (2) transfer of control from **Westminster Bcstg. Co.** to **Glenn H. Hilmer**; stock transaction. Ann. Mar. 30.

WABW Annapolis, Md.—Granted assignment of license to **ABW Bcstrs. Inc (John Norris, Samuel Youse** and **Lester Greenwalt,** who have 75% interest in WGSA Ephrata, Pa.); consideration $116,000. Ann. Mar. 30.

WMAB Munising, Mich.—Granted assignment of license from **Charles A. Symon, Stanley L. Sadak** and **John E. Codding** to **Symon** and **Sadak**. Mr. Codding transferred his interest to remaining two partners for their assumption of liabilities. Ann. Mar. 30.

KLFD Litchfield, Minn.—Granted assignment of license to **C.W. Doebler & Assoc. Inc. (C.W. Doebler,** president); consideration $28,300 for lease of all property for 5 years with option to buy at end of lease for $44,750. Ann. Mar. 24.

WCRR Corinth, Miss.—Granted transfer of control from **George W. Scott Jr.** to **Luther C. Moore, W.I. Dove** and **Dexter C. Cadle;** $1,000 and other considerations. Mr. Dove has interest in WTUP Tupelo and WGCM Gulfport, both Mississippi; WBOP Pensacola, Fla. and WTUG Tuscaloosa, Ala. Ann. Mar. 30.

KTNC Falls City, Neb.—Granted assignment of license to **John J. Busche** and **LeRoy W.** and **William Hardt,** d/b as Falls City Bcstg. Co.; consideration $55,000 plus purchase of accounts receivable for 75% of book amount thereof. Ann. Mar. 24.

KRAM Las Vegas, Nev.—Granted assignment of license to **SUNA Bcstg. Corp. (L. Blair,** president); consideration $310,083. Ann. Mar. 30.

WINE-AM-FM Amherst, N.Y.—Granted assignment of cps and licenses from **John W. Kluge** and **Marcus J. Austad (Mark Evans)** to **McLendon Corp.**; consideration $287,500. Comr. Bartley dissented. Assignee owns KLIF and KOST (FM) Dallas, KILT and KROW (FM) Houston, both Texas, and WAKY Louisville, Ky., and, through subsidiaries or affiliates, owns KTSA San Antonio, Tex., KEEL Shreveport, La., and KABI Oakland, Calif. Ann. Mar. 24.

KOMB Cottage Grove, Ore.—Granted assignment of license from **Orlo** and **Thelma Bagley** to **Peter John Ryan** and **Milton Avery Viken;** consideration $35,000. Ann. Mar. 24.

KCCR Pierre, S.D.—Granted transfer of control to **LeRoy Okerlund,** et al.; consideration $40,000. Mr. Okerlund and two other transferees own KCOG Centerville, Iowa. Ann. Mar. 30.

KASE Austin, Tex.—Granted relinquishment of positive control by **Jacob A. Newborn Jr.,** trustee for **Nancy** and **Nena Newborn,** to **Dr. E.J. Lund** (present 25% owner) who will purchase additional 25% interest for $15,000. Comr. Bartley abstained from voting. Ann. Mar. 30.

KCLE-AM-FM Cleburne, Tex.—Granted assignment of licenses and SCA to **Jim Gordon Inc.**; consideration $145,000 plus $119,100 for equipment purchase, employment contracts and lease agreements. Ann. Mar. 24.

KXYZ Houston, Tex.—Granted assignment of licenses to **KXYZ Inc. (Kenyon Brown,** president, and **Harry L. (Bing) Crosby Jr.,** board chairman); consideration $750,000. Assignee is wholly owned by **NAFI Corp.** (KPTV Portland, Ore., and KCOP-TV Los Angeles, Calif.). Comr. Bartley dissented; Comr. Cross abstained from voting. Ann. Mar. 30.

KLBG Liberty, Tex.—Granted assignment of cp to **Felix** and **James J. Joynt,** d/b as **KWLD Bcstg. Co.**; consideration $61,076. Ann. Mar. 30.

KSML Seminole, Tex.—Granted assignment of license to **C.C. Woodson** and **Fred V. Barbee Jr.,** d/b as **KSML Bcstrs.**; consideration $40,000. Ann. Mar. 30.

KRRV Sherman, Tex.—Granted assignment of licenses to **Red River Bcstg. Co. (A. Boyd Kelley,** president, owns KDWT Stamford, and is 92% owner of KTRN Wichita Falls); consideration $185,000. Comr. Bartley dissented. Ann. Mar. 30.

KTRN Wichita Falls, Tex.—Granted transfer of control from **Oliver, Joan S.** and **A. Boyd Kelley** and **Robert W. Harmon** to **Bcstg. Assoc. Inc.**; consideration $379,450. Transferee is controlled by **C.A. Sammons** who, through holdings, has majority stock in KWAT Watertown, S.D. Ann. Mar. 24.

WSTA Charlotte Amalie, V.I.—Granted assignment of license to **William M. O'Neil**; consideration $86,000. Mr. O'Neil has interest in WSKP Miami, Fla., and his immediate family has 2.14% stock in General Tire & Rubber Co., which, through RKO General Inc., has interest in 6 am, 5 fm, and 4 tv stations. Ann. Mar. 24.

WKAZ - AM - FM Charleston, W.Va.—Granted assignment of licenses to **Radio WKAZ Inc. (Hartley L. Samuels,** president and controlling stockholders own WDLB Marshfield and WWIS Black River Falls, both Wisconsin); consideration $360,000. Ann. Mar. 30.

APPLICATIONS

KHSJ Hemet, Calif.—Seeks assignment of license from **L & B Bcstg. Co.** to **Romona Bcstg. Co.** for $85,000. Principals are **Robert B. Griffin,** 52%, **Paul O. Sprague,** 32% and **Robert T. Griffin,** 16%. Robert B. Griffin has interest in KITO San Bernardino, Calif. and is employe of KWKW Pasadena. Mr. Sprague is employe of typesetter firm. Robert T. Griffin was recently discharged from military service. Ann. Mar. 30.

KVFM San Fernando, Calif.—Seeks assignment of license from **San Fernando Valley Bcstg. Co.** to **Spectra Bcstg. Inc.** for $65,000. Principals include **John D. Stroud,** 41.8%, **Quentin K. Peterson,** 16.2%, and **Don Pedretti,** 14%, and others. Messrs. Stroud and Pedretti employes of KVFM. Mr. Peterson is engineer. Ann. Mar. 28.

WSRA Milton, Fla.—Seeks transfer of control of **Santa Rose Bcstg. Co.** from **James C. Smith III,** 83%, to **Frederick A. W. Davis** for $29,400. Mr. Davis has majority interests in WGLC Centerville, Miss., and KASO Minden, La. Ann. Mar. 25.

WWCC Bremen, Ga.—Seeks assignment of license from **West Georgia Bcstg. Co.** to **WBCA** for $60,000. Principals are James H. Faulkner, 60%, James E. Stewart, 25%, and E.B. Morrissette, 15%, owners of WBCA Bay Minette, and WHED Foley, both Alabama. Ann. Mar. 28.

WAYX Waycross, Ga.—Seeks transfer of control of WAYX Inc. from **Ethel Woodward Williams, Jack E. Williams Jr., Heyward Burnet,** and **J. Mack Barnes,** executors of estate of **Jack Williams,** sole owner, to **Charles N. Mayo,** 1%, **Eva Williams Jemison,** 37½%, and **Bettie Williams Mayo,** 36½%, beneficiaries under the will, and **Allen M. Woodall,** WAYX station manager. No financial consideration involved from beneficiaries. Mr. Woodall pays $2500 for his shares. Ann. Mar. 28.

KANI Hailua, Hawaii.—Seeks assignment of license from **Windward Bcstg. Co.** to **Oahu Bcstg. Co.** for $20,000. Principals are **Jerry J. Neville** and **Jack Latham,** equal partners. Mr. Neville is in news wire service handling. Mr. Latham is employe KRCA Hollywood, Calif. Ann. Mar. 24.

KRIB Mason City, Iowa—Seeks transfer of control of **Western Bcstg. Co.** from **William F. Johns Jr.,** 51%, and others, to **Franklin Bcstg. Co.** by reason of stock transfer of 225 shares of Franklin common for each unit of two shares of Western common. Mr. Johns owns 43.6% of Franklin Bcstg. Ann. Mar. 30.

WHBN Harrodsburg, Ky.—Seeks transfer of control of **Fort Harrod Bcstg. Corp.** from **R.F. Niemeier, I.G. Spencer Sr., Victor Bellamy,** 30% each, and **I.G. Spencer Jr.,** 10%, to **R.F. Niemeier** and **Victor Bellamy,** equal partners, for relinquishments of note and mortgage held on estate of **I.G. Spencer Sr.** Ann. Mar. 30.

WSBS Great Barrington, Mass.—Seeks assignment of license from **Berkshire Bcstg. Co.** to **The Berkshires Inc.** for $115,175. Principals are **J. Leo** and **Catherine Mellon Dowd,** 50% each. Mr. Dowd is in advertising. Ann. Mar. 24.

WMIN St. Paul, Minn.—Seeks transfer of control of **Franklin Bcstg. Co.** from **William F. Johns Jr.,** 80%, and others, to **William F. Johns Jr.,** 43.6%, and 17 other stockholders (12 new), with 48% of stock

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being offered for public sale. Franklin is owner of WLOD Pompano Beach, Fla., has applications pending before commission for other stations. Mr. Johns also controls KRIB Mason City, Iowa. Transfer will incorporate all business interest into Franklin. Ann. Mar. 30.

WHAM Rochester, N.Y.—Seeks transfer of negative control of **Genesee Bcstg. Corp.** from **Henry I. Christal Co.** and **Combined Century Theatres, Inc.,** 50% each, to **Henry I. Christal Co.,** 100%, for $375,000. Transfer includes WHFM (FM) Rochester. Ann. Mar. 25.

WHFM (FM) Rochester, N.Y.—Seeks transfer of negative control of **Genesee Bcstg. Corp.** from **Henry I. Christal Co.** and **Combined Century Theatres, Inc.,** 50% each, to **Henry I. Christal Co.,** 100%, for $375,000. Transfer includes WHAM Rochester. Ann. Mar. 25.

KLPR Oklahoma City, Okla.—Seeks transfer of control of **Big Chief Bcstg. Co.** from **Lovell Morris Jack Beasley,** 50%, **B.M. Wells,** 40%, and **Leon C. Nance,** 10%, to Mr. Beasley, 60%, and Mr. Nance, 40%, for $35,814 paid to Mr. Wells for his shares. Ann. Mar. 24.

WCBG Chambersburg, Pa.—Seeks transfer of control of **Reese Bcstg. Co.** from **James R. Reese Jr.,** 80%, and **Norman E. Messner,** 20%, to **Norman E. Messner, Samuel Youse, John H. Norris** and **Lester Grenewalt,** 25% each, for $80,000. Messrs. Youse, Norris and Grenewalt are owners of WGSA Ephrata, Pa. and WABW Annapolis, Md. Ann. Mar. 24.

WRKH Rockwood, Tenn.—Seeks assignment of license from **Roane Bcstg. Co.** to **Blue Ridge Bcstg. Co.** for $67,000. Principals are **J.A.** and **Virginia F. Gallimore,** 50% each. Blue Ridge is licensee of WSNW-AM-FM. Principals also have interests in WLFA LaFayette, Ga., WBAW Barnwell, S.C. Mr. Gallimore has holdings in WSSC Sumter, S.C. Ann. Mar. 24.

KUKO Post, Tex.—Seeks assignment of license from **Maples-McAlister Bcstg. Co.** to **KUKO** for $49,800. Principals are **Galen O. Gilbert,** 66⅔%, and **Phil Crenshaw,** 33⅓%. Mr. Gilbert is employe and former stockholder, KTIQ Tahlequah, Okla. Mr. Crenshaw is in record distribution. Ann. Mar. 24.

KIXL San Angelo, Tex.—Seeks transfer of control of Burkhart Bcstg. Corp. from **Elizabeth Burkhart** and **Harry G. Burkhart III,** 33⅓% each, to **Petty Durwood Johnson,** 66⅔%, for $16,000. Mr. Johnson holds like interest in KVWC Vernon, Tex. and is former owner of KWEL Midland, Tex. Ann. Mar. 24.

KITE Terrell Hills, Tex.—Seeks transfer of control of **Connie B. Gay Inc.** from **Connie B. Gay,** sole owner, to **Townsend U.S. & International Growth Fund, Inc.** for $421,985. $167,666 will be paid in cash, balance in **Great American Industries** stock valued at $3.00 per share. Townsend U.S. is a mutual fund firm, headed by **Morris M. Townsend.** Great American Industries owns 13% of outstanding stock of Townsend U.S. Ann. Mar. 25.

KGKB Tyler, Tex.—Seeks assignment of license from **Oil Center Bcstg. Co.** to **KGBK Inc.** for $125,100. Principals are **Harry O'Connor,** 31.41%, **Wallace Barbee,** 26.6%, and others. Mr. O'Connor has interest in KTXO Sherman, Tex. Mr. Barbee is in insurance. Ann. Mar. 24.

KWIC Salt Lake City, Utah—Seeks assignment of license from **Sugarhouse Bcstg. Co.** to **Sugarhouse Bcstg. Inc.,** a corporation, by means of property transfer. New stockholders will be **Starley D. Bush** and **Thomas M. Ivory,** 25% each. Messrs. Bush and Ivory are employes of KWIC and assume stock interest by transferring certain broadcast equipment to corporation. Par value of such equipment is said to equal $15,000. Ann. Mar. 24.

KLOG Kelso, Wash.—Seeks assignment of license from **James D. Higson** to **K-L Bcstrs. Inc.** for $65,000. Principals include **Margaret Alice Nagle,** 25.58%, **Marcus F. Delaunay,** 25.11%, and others. Mr. Delaunay is former employe of KTVW Seattle, Wash., and KGON Portland, Ore. Ann. Mar. 28.

Hearing Cases

FINAL DECISIONS

■ By separate letters, commission denied following pleadings by Lar Daly, Chicago, Ill.: (1) a July 30, 1959 request that Columbia Bcstg. System be ordered to afford him equal time to reply to comments on news discussion program; (2) an Aug. 28, 1959 request for reconsideration of denial to order "6 tv and/or radio networks and 23 tv licensees" to give him free time to reply to newscasts, and (3) Nov. 3, 1959 request for reconsideration of commission ruling denying him dual equal time as candidate on two tickets. Ann. Mar. 24.

■ By memorandum opinion and order, commission denied (1) petition by Sam Kamin and James A. Howenstine, d/b as Citizens Bcstg. Co., applicant for new am station in Lima, Ohio (940 kc, 250 w, DA, D), for reconsideration of action of Dec 16, 1959, accepting for filing as of May 15, 1959 the application of Muskingum Bcstg. Co. for new station in Zanesville, Ohio (940 kc, 1 kw, DA, D), and July 2 amendment to application which, among other things, resubmitted bank letter, and (2) Citizens' petition for consideration by full commission and other relief. Comr. Bartley voted to strike latter petition. Ann. Mar. 24.

■ By memorandum opinion and order, commission granted petition and supplement by Nick J. Chaconas and accepted amendments to his application for new am station to operate on 1150 kc in Gaithersburg, Md., to reflect new financial agreement due to death of William B. Brown. (Aug. 12 1959 initial decision looked toward granting Chacanas application and denying mutually exclusive applications of Tri-County Bcstg. Co., Laurel, Md., and TCA Bcstg. Corp., College Park, Md.) Ann. Mar. 25.

■ By memorandum opinion and order, commission granted petition and supplement by Irvenna Bcstg. Co. for reconsideration and grant without hearing of its application for new am station to operate on 1550 kc, 1 kw, D, in Irvine, Ky.; engineering condition and subject, further, that grant shall neither prejudice nor strengthen applications of Kingsport Bcstg. Co., (WKPT) Kingsport, Tenn., or John K. Rogers, Bristol, Tenn., in determination to be made under the 307(b) issue. Chairman Ford and Comr. Cross dissented. Ann. Mar. 25.

■ By memorandum opinion and order, commission granted petition by Courier-Times Inc. for reconsideration and grant without hearing its application for new am station to operate on 1550 kc, 250 w, unl., DA-2, in New Castle, Ind.; engineering condition and subject., further, that grant shall neither prejudice nor strengthen applications of Rollins Bcstg. Inc. (WBEE) Harvey, Ill., or Radio Crawfordsville Inc., Crawfordsville, Ind., in determination to be made under the 307(b) issue. Chairman Ford dissented. Ann. Mar. 25.

■ By memorandum opinion and order, commission granted petition by Mainline Bcstg. Co. for reconsideration and grant without hearing its application for new am station to operate on 1470 kc, 500 w, D, in Johnstown, Pa.; engineering condition and subject that grant shall neither prejudice nor strengthen application of Central Bcstg. Co., (WARD) Johnstown, Pa., in determinations to be made under the 307(b) and 3.28(c) issues. Chairman Ford and Comr. Cross dissented. Ann. Mar. 25.

■ By memorandum opinion and order, commission denied petition by Century Bcstg. Corp. for reconsideration and grant without hearing its application to increase daytime power of station WCRO Johnstown, Pa., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N, which is in consolidated hearing. Ann. Mar. 25.

■ By memorandum opinion and order, commission denied petition of WJMJ Bcstg. Corp. to reopen record on its application and that of Young People's Church of Air Inc., for new class B fm stations in Philadelphia, Pa. Comr. Craven dissented. (May 27, 1959 initial decision looked toward granting Young People's application and denying WJMJ.) Ann. Mar. 30.

■ By decision, commission granted application of Westminster Bcstg. Co. to increase power of station WCME Brunswick, Me., from 500 w to 1 kw, continuing operation on 900 kc, D. Chairman Ford dissented; Comr. Hyde not participating. Feb. 4, 1959 initial decision looked toward this action. Ann. Mar. 30.

■ By order, commission made effective immediately Feb. 10 initial decision as modified by commission and granted the application of Hess-Hawkins Co., to increase daytime power of station WAMV East St. Louis, Ill., from 250 w to 500 w, continuing operation on 1490 kc, 250 w-N. Ann. Mar. 30.

■ By decision, commission denied application of Cy Blumenthal, tr/as Denbigh Bcstg. Co. for new am station to operate on 1570 kc, 250 w, D, in Denbigh, Va. Comr. Craven not participating. Mar. 26, 1959 initial decision looked toward this action. Ann. Mar. 30.

■ By order, commission (1) on motion by Kern County Bcstg. Co. (KLYD-TV, ch. 17) Bakersfield, Calif., dismissed and set aside protest, and (2) on request by Bakersfield Bcstg. Co., reinstated and affirmed Oct. 20, 1959 grant of its application to change trans. location of station KBAK-TV (ch. 29) Bakersfield, from about 6 miles north of that city to site atop Breckenridge Mountain, about 24 miles east/northeast of Bakersfield, make changes in equipment, type trans. and ant., increase vis. ERP to 120 kw and ant. height to 3,690 ft. Ann. Mar. 25.

Staff Instructions

■ Commission on March 30 directed preparation of document looking toward granting application of Liberty Tv Inc., for new tv station to operate on ch. 9 in Eugene, Ore., and denying competing application of KEED Inc., for same facilities. Sept. 28, 1959 initial decision looked toward this action. Ann. Mar. 30.

■ Commission on March 30 directed preparation of document looking toward granting application of Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in New York, N.Y., and denying competing application of Huntington-Montauk Bcstg. Co., for same facilities in Huntington, Long Island, N.Y. July 2, 1959 initial decision looked toward this action. Ann. Mar. 30.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Herbert T. Graham for new am station to operate on 1010 kc, 500 w, D, DA, in Lansing, Mich., and denying application of Triad Television Corp. for same facilities. Ann. Mar. 24.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Los Banos Bcstg. Co. for new am station to operate on 1330 kc, 500 w, D, in Los Banos, Calif.; engineering condition. Ann. Mar. 29.

OTHER ACTIONS

■ By memorandum opinion and order, commission dismissed protest by William J. Harris Jr., former general manager of station WGNS, directed against Feb. 10 grant

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of assignment of license of station WGNS Murfreesboro, Tenn., from WGNS Inc., to Regional Bcstg. Corp. Comr. Bartley dissented. Ann. Mar. 24.

■ Commission granted SCA for following fm stations to engage in functional music operations on a multiplex basis; KCVR-FM Lodi, Calif.; KJLM San Diego, Calif.; and KGAF-FM Gainesville, Ga. Ann. Mar. 24.

■ By memorandum opinion and order, commission, on petition by WMRC Inc. (WFBC-TV, ch. 4) Greenville, S.C., reconsidered and set aside June 10, 1959 grant and denied request by Skywave Bcstg. Co. for waiver of sec. 3.652(a) of rules to permit WLOS-TV (ch. 13) Asheville, N.C., to identify itself as Greenville and Spartanburg, S.C., as well as Asheville. Ann. Mar. 24.

■ Granted petitions by Garrett Bcstg. Corp., and Birney Imes Jr., for dismissal without prejudice of their applications for am facilities in West Memphis, Ark., and retained in hearing status remaining applications in consolidation—Newport Bcstg. Co. and Crittenden County Bcstg Co., both for am facilities in West Memphis. Action Mar. 25.

■ By order, commission denied petition of Air Transport Assn. of America, Air Line Pilots Assn., International, Aircraft Owners and Pilots Assn. and National Business Aircraft Assn., for stay of hearing date in proceeding on application of M&M Bcstg. Co. for mod. of cp of station WLUK-TV Marinette, Wis. Ann. Mar. 25.

■ By report and order and further notice of proposed rulemaking, commission determined that public interest would be served by shifting Fresno, Calif., to all-uhf commercial operations and, accordingly, invites comments by May 2 to proposals to (1) either reserve ch. 12 (now commercial) for noncommercial educational use in Fresno and at same time make ch. 18 (now educational) available for commercial use there, or reassign ch. 12 from Fresno to Santa Barbara, and (2) substitute ch. 59 for ch. 30 at Madera and reassign ch. 30 from Madera to Fresno. Adoption of any proposal to make other use of ch. 12 will be subject to decisions reached in separate proceedings involving KFRE-TV's rights as present occupant of that channel in Fresno. Triangle Publications Inc., operator of station KFRE-TV, has pending an application for renewal of license. Although commission concluded that it could now properly issue to Triangle a renewal of license authorizing it to operate on ch. 53 (which was assigned to Fresno prior to institution of this proceeding) instead of ch. 12, it reserved to Triangle all its rights to an adjudicatory hearing and will act separately on license renewal in light of any matters, not related to this proceeding, which might have to be considered, and KFRE-TV meanwhile will be permitted to continue operation on ch. 12.

Commission vacated previous show cause orders issued in this proceeding, and denied pleadings inconsistent with above.

Two uhf stations (KMJ-TV, ch 24, and KEJO, ch. 47) and one vhf station (KFRE-TV, ch. 12) are now operating in Fresno.

Comr. Cross dissented with statement. Ann. Mar. 24.

■ By report and order, commission relaxed limitations adopted April 9, 1959 (effective following May 16) implementing new "cut-off" procedure for processing of am broadcast applications, and amended part 1 of rules to permit certain types of amendments to applications on the processing line without assignment of new file numbers, effective April 1.

Specifically, it amended sec. 1.354(h) (1) to permit, without assignment of new file number, amendment of am application to make changes in type of equipment specified, decrease power of hours of operation, change trans. site, change from non-DA to DA, increase or decrease radiation of non-DA without increasing power, or make changes in DA, provided that such amendments do not involve new or increased interference problems.

It appears that many applicants have tended to withhold engineering amendments to their applications until after designation for hearing in order to avoid risk of having new file number assigned. Therefore, in order to correct any erroneous construction of effect of cut-off procedure on engineering amendments during hearing stage, commission also amended sec. 1.311(b) to make it plain that, with respect to such amendments, good cause will be found to exist only if (in addition to usual good cause considerations) amendment is necessitated by events which applicant could not reasonably have foreseen, such as recent notification of new foreign station; or loss of trans. site by condemnation or imposition of zoning restrictions, amendment could not reasonably have been made prior to designation for hearing; and it does not require enlargement of issues or addition of new parties to proceeding.

Commission is of opinion that above relaxations enabling applicants to make amendments will eliminate certain problems and decrease the processing complexities.

Comr. Bartley dissented to that portion permitting application amendments after cut-off date. Ann. Mar. 24.

■ By order, on motion by Radio Rhode Island, commission made effective immediately Jan. 26 initial decision, as modified by commission, and (1) granted Radio Rhode Island cp for new am station to operate on 990 kc, 50 kw, DA, D, in Providence, R.I.; (2) granted petitions of Golden Gate Corp. and Camden Bcstg. Co., to dismiss without prejudice their applications for similar facilities in Providence; and (3) held in default and dismissed application of Bristol County Bcstg. Co. for new station on 990 kc, 500 w, D, in Warren, R.I.; denied request by Bristol for additional time to file exceptions. Ann. Mar. 25.

■ By decision, commission granted application of Times and News Publishing Co. to change facilities of station WGET Gettysburg, Pa., from 1450 kc, 250 w, unl., to 1320 kc, 500 w-N, 1 kw-LS, DA-2, and denied applications of Monocacy Bcstg. Co. for new station to operate on 1320 kc, 1 kw, DA-2, unl., in Gettysburg and Price Bcstrs. Inc., for new station on 1320 kc, 1 kw, D, in Frederick, Md. Comrs. Craven and Cross dissented. June 23, 1959 initial decision looked toward granting Price and denying Monocacy and WGET applications. Ann. Mar. 25.

■ By memorandum opinion and order, commission denied petition by WPGC Inc. for reconsideration of order designating for hearing its application to change main studio location of am station WPGC (1580 kc, 10 kw, DA, D) from Morningside, Md., to Washington, D.C. Ann. Mar. 25.

■ By order, commission denied petition by Radio Toms River, Toms River, N.J., for review of hearing examiner's grant of petition by Harlan Murrelle and Assoc. to amend their application for new am station in Lakewood, N.J., regarding certain financial data. Applications of Radio Toms River and Murrelle are in consolidated hearing with applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. By separate memorandum opinion and order in same proceeding, commission (1) granted petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., for review of chief hearing examiner's dismissal of WCMB petition to intervene; (2) set aside that ruling; and (3) made WCMB a party respondent with respect to application of Keystone Bcstg. Corp. (WKBO) Harrisburg. Comr. Bartley dissented to memorandum opinion and order. Ann. Mar. 25.

■ By memorandum opinion and order, commission denied petition by Pillar of Fire Inc. (WAWZ-FM) Zarephath, N.J., for enlargement of issues in proceeding on its applications and those of Eastern States Bcstg. Corp. (WSNJ-FM) Bridgeton, N.J., and Bulletin Co., Philadelphia, Pa. Ann. Mar. 25.

■ By memorandum opinion and order, commission denied petition by Mojave Bcstrs. for reconsideration of chief hearing examiner's order dismissing with prejudice Mojave application to increase power from 100 w, unl., to 1 kw-LS, 250 w-N, continuing operation on 1340 kc which was in consolidated hearing. Comrs. Craven and Cross dissented. Ann. Mar. 25.

■ Commission scheduled following proceedings for oral argument on dates shown:

April 22—Boston, Mass., tv ch. 5 remand proceedings.

April 29—Beaumont Bcstg. Corp. (KFDM-TV) and Enterprise Co., for tv stations to operate on ch. 6 in Beaumont, Tex. Ann. Mar. 25.

Routine Roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on dates shown: May 25: In Medford, Ore., tv ch. 10 proceeding (TOT Industries Inc., et al.); May 31: am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al., Independent Bcstg. Co. (KTTS) Springfield, Mo.; June 1: am applications of Clarence E. Wilson, Hobbs, N.M., and Morton Bcstg. Co., Morton, Tex.; June 2: On applications of Plains Radio Bcstg. Co. and Jacob Wilson Henock for fm facilities in Detroit, Mich., am application of Southern Oregon Bcstg. Co. (KAGI) Grants Pass, Ore. Action Mar. 22.

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By Hearing Examiner J.D. Bond

■ Pursuant to agreements reached by parties at March 24 hearing, continued further hearing on applications in group 3, Cookeville Bcstg. Co., Cookeville, Tenn., et al., to May 9. Action Mar. 24.

■ Scheduled further evidentiary hearing for May 2 in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for am facilities in Salina, Kans. Action Mar. 24.

■ Granted petition by Pillar of Fire Inc. (WAWZ-FM) Zarephath, N.J., and extended from March 28 to April 11 date for exchanging engineering exhibits in proceeding on its fm application et al. Action Mar. 25.

■ Continued evidentiary hearing from March 28 to April 18 in order to provide time to act on petition by Pine Tree Telecasting Corp. (WPTT) Augusta, Me., for dismissal without prejudice of its tv application. Action Mar. 25.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Rodney F. Johnson (KWJJ) Portland, Ore., for continuance except that, instead of on May 2, as requested, further hearing will commence May 4 in proceeding on his application. Action Mar. 29.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing ruling made by examiner at March 24 hearing session in proceeding on application of M & M Bcstg. Co. for mod. of cp for station WLUK-TV Marinette, Wis., which denied oral motion of Federal Aviation Agency for adjournment of hearing on M & M's application until final action by commission on pending petition by Federal Aviation Agency et al., for modification or clarification of issues. Action Mar. 25.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Tri-State Bcstg. Co. (WGTA) Summerville, Ga., for continuance of hearing from March 28 to May 17 in proceeding on its am application. Action Mar. 24.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled a prehearing conference for April 14 in proceeding on applications of Plains Radio Bcstg. Co. and Jacob Wilson Henock for new fm stations in Detroit, Mich. Action Mar. 24.

By Hearing Examiner H. Gifford Irion

■ Continued further prehearing conference from 2 p.m., March 25, to 2 p.m., April 1, in proceeding on am applications of Beloit Bcstrs. Inc. (WBEL) South Beloit, Ill., et al. Action Mar. 24.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Radio Americas Corp. (WORA) Mayaguez, P.R., for leave to make changes in engineering data in proceeding on its am application. Action Mar. 22.

By Hearing Examiner Herbert Sharfman

■ Upon request of applicants and without objection by Broadcast Bureau, further continued hearing from March 30 to May 2, and from March 22 to April 25 for notice of witnesses desired for cross-examination in proceeding on applications of Lawrence W. Felt and International Good Music Inc., for fm facilities in Carlsbad and San Diego, Calif. Action Mar. 22.

■ Scheduled a prehearing conference for April 22 in proceeding on applications of Clarence E. Wilson and Morton Bcstg. Co. for new am stations in Hobbs, N.M., and Morton, Tex. Action Mar. 24.

■ Granted petition by Mid-America Bcstrs. Inc., for leave to amend its applicaton by proposing new DA for its am station KOBY San Francisco, Calif., to minimize interference to be caused by KOBY to operation of applicant Robert L. Lippert for new am station in Fresno, Calif. Action Mar. 28; and by action of Mar. 29 vacated Mar. 28 order, granted petition by Broadcast Bureau and extended time through April 4 to file response to Mid-America's petition for leave to amend.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Guilford Advertising Inc. (WPET) and WPET Inc., Greensboro, N.C., for leave to amend am application to show change in name from Guilford Advertising Inc., to WPET Inc., to show its legal and financial qualifications and proposed programming schedule; dismissed as moot pleading by Evening News Association Inc., for permission to file opposition to petition by Western Ohio Bcstg. Co. for leave to amend its application for am facilities in Delphos, Ohio; applications are in consolidated proceeding on am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Actions Mar. 22.

■ Scheduled prehearing conference for April 12 in Panama City, Fla., ch. 13 proceeding (TBC Inc. and Bay Video Inc). Action Mar. 22.

By Hearing Examiner Elizabeth C. Smith

■ Dismissed as moot motion by Finley Bcstg. Co. (KSRO) Santa Rosa, Calif., for extension of time to exchange final engineering exhbits in proceeding on its am application in consolidated proceeding with am applications of James E. Walley, Oroville, Calif., et al. Action Mar. 22; granted petition by Western States Radio (KIST) Santa Barbara, Calif., for leave to amend its application in this proceeding for change in engineering statement. Action Mar. 23.

■ Granted petition by Bay Area Electronic Assoc., and extended to April 8 time to file proposed findings of fact and conclusions, and to April 18 to file reply findings in proceeding on its application for am facilities in Santa Rosa, Calif. Action Mar. 24.

■ Upon request of Raymond I. Kandel and Gus Zaharis, scheduled oral argument for 9 a.m., March 30, on its petition for leave to amend its application for am facilities in Zanesville, Ohio; application is in group 2 of consolidated proceeding on am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Action Mar. 25.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 25

WTTC-FM Towanda, Pa.—Granted assignment of license to **Victor A. Michael, et al.**

WMBI Chicago, Ill.—Granted cp to make changes in ant. system (increase height); conditions.

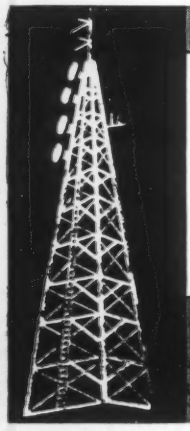
KSYX Santa Rosa, N.M.—Granted mod. of cp to change ant.-trans. location, type trans., studio location to same as trans. and delete request for remote control operation of trans.

KMET Paradise, Calif.—Granted mod. of cp to change ant.-trans., studio and remote control location, and type trans.; conditions.

KSWO-TV Lawton, Okla.—Granted extension of completion date to April 29.

Actions of March 24

WREC Memphis, Tenn.—Granted cp to install new trans. and cp to install new trans. as an auxiliary trans. at present trans. location.



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KVIC Victoria, Tex.—Granted cp to install new type trans.

KDKD Clinton, Mo.—Granted cp to install new trans.

WCSH Portland, Me.—Granted cp to install new type trans.

KEST Boise, Idaho—Granted extension of completion date to July 30.

WBAI(FM) New York, N.Y.—Granted request for cancellation of SCA.

WKTL Sheboygan, Wis.—Granted authority to sign-off at 6 p.m., CST, for period April 1 through Aug. 31.

WSRO Marlborough, Mass.—Granted authority to sign-off at 6 p.m., EST, for period May 1 through Aug. 31.

WCHO Washington Court House, Ohio—Granted authority to sign-off at 7 p.m. for period April 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WCRA Effingham, Ill.—Granted authority to sign-off at 7 p.m., CDT, for period May 1 through Sept. 30.

WORM Savannah, Tenn.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m., for period April 1 through Aug. 31.

KUBE Pendleton, Ore.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m., for period April 1 through Sept. 30.

WLMJ Jackson, Ohio—Granted authority to sign-off at 7 p.m., EST, for period April 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WAIN Columbia, Ky.—Granted authority to sign-off at 6 p.m., for period April 1 through Aug. 31.

WKOV Wellston, Ohio—Granted authority to sign-off at 7 p.m., for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

Actions of March 23

WCDC, WPRO-TV, WTVD—Adams, Mass., Providence, R.I., and Durham, N.C.—Granted mod. of licenses to change name to **Capital Cities Bcstg. Corp.**

WTAR Norfolk, Va.—Granted mod. of licenses to change name to **WTAR Radio-TV Corp.**

WICU-AM-TV Erie, Pa.—Granted mod. of licenses to change name to **Air-Way Inc.**

WDTI Danville, Va.—Granted license for am station and specify studio location and remote control point from same location; condition.

WKRG Mobile, Ala.—Granted cp to install new type trans.

WFIL Philadelphia, Pa.—Granted cp to install new aux. trans. (location of main trans.), and operate trans. by remote control (tv trans. location) while employing DA-2.

WOTT Watertown, N.Y.—Granted cp to make changes in ant. system; condition.

WENK Union City, Tenn.—Granted cp to install new type trans.

WCDB (TV), WTEN (TV), WCDA (TV) Hagaman, Albany (Vail Mills), Albany, all New York—Granted mod. of cps and SCA to change name to **Capital Cities Bcstg. Corp.**

KANA Anaconda, Mont.—Granted authority to leave the air at 6:05 p.m., daily for period ending June 30.

Actions of March 22

KPEN (FM) San Francisco, Calif.—Granted cp to increase ERP to 45 kw, increase ant. height to 1,100 ft., make changes in ant. system, installation new ant.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: KJBS San Francisco, Calif., to Sept. 22; without prejudice to whatever further action commission deems appropriate in connection with petition for declaratory ruling and other relief dated March 4, 1960, filed by Service Bcstg. Co., and related pleadings; KDUB-TV Lubbock, Tex., to Apr. 20.

Actions of March 21

WROM Rome, Ga.—Granted assignment of license to **Dean Covington**, et al.

WMNE Menomonie, Wis.—Granted involuntary assignment of license from the estate of **Charles Whitford** to **Chris** and **Wendell Hansen** and **Evelyn Whitford.**

KSAY San Francisco, Calif.—Granted mod. of license to change name to **Grant R. Wrathall**, et al., d/b as **KSAY Bcstg. Co.**

■ Following stations were granted extensions of completion dates as shown: WDBF Delray, Fla. to July 1, and WMPM Smithfield, N.C., to Sept. 4.

KFSC Denver, Colo.—Granted change of remote control authority.

KGKB Tyler, Tex.—Granted change of remote control authority.

PETITION FOR RULEMAKING

■ By memorandum opinion and order, commission denied petition by Miss A. Nisenbaum, member of teaching profession at Oscoda, Mich., for rulemaking to amend licensing requirements so as to make educational organizations under private control ineligible for noncommercial educational fm station license unless they are accredited by state departments of education and/or recognized regional and national educational accrediting organizations. Ann. Mar. 24.

License Renewals

Following stations were granted renewal of license: KTIX Seattle, Wash.; KKID Pendleton, Ore.; KRSC Othello, Wash.; KHIT Walla Walla, Wash.; KTEL Walla Walla, Wash.; KFSG Los Angeles, Calif.; KTOY Tacoma, Wash.; KBCA(FM) Los Angeles, Calif.; WEAW Evanston, Ill.; WCME Brunswick, Me.; WLNH Laconia, N.H.; WPLM Plymouth, Mass; WRUM Rumford, Me.; WWSR St. Albans, Vt.; WHYN-TV Springfield, Mass.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning April 30, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business April 29, in order to be considered.

Applications from the top of processing line:

BP-12855—KELK Elko, Nev., Elko Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-12858—New, Ashburn, Ga., Emory L. Pope. Req: 1570kc, 1kw, D.

BP-12862—New, Beaufort, S.C., Sea Island Bcstg. Co. Req. 1490kc, 100w, unl.

Continued on page 157

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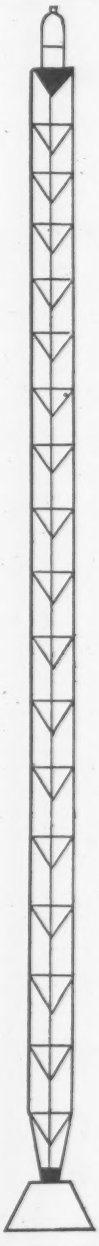

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RADIO

Help Wanted—Management

Manager for Florida medium metropolitan market. Station owned by established out-of-state broadcasting company. Replies confidential. Box 816S, BROADCASTING.

California medium market regional radio station No. 1 in market needs manager. Must be capable of running tight ten person staff—strong on sales and organization. Send resume and references to Box 855S. BROADCASTING.

Wanted. Man who wants to sell not spend to manage a full time midwest regional in single station market over 12,000. Terrific opportunity. Compensation excellent. Growing city, wholesome community life, new schools—ideal for family man. Other business activities force owner to give up active management. Box 876S, BROADCASTING.

Medium market mid-western daytimer needs experienced general manager. Send full details and references. Box 898S, BROADCASTING.

Radio sales manager. Number one in three station market. Network affiliate. Must have proven sales record. Excellent opportunity. $10,000 plus incentive arrangement. Box 906S, BROADCASTING.

Assistant manager for eastern station. Need experienced airman willing to work hard to show capability for eventual management. Sales experience preferred but not essential. Must have car, good employment and personal record. Must be married, must be willing to visit station for personal interview eventually. Good salary plus bonus arrangement. Excellent opportunity for an announcer-salesman who wants to move up. Send tape, resume and photo. Box 919S, BROADCASTING.

Wanted, experienced commercial manager for Station WBBT, Lyons, Ga.

New York market station WNJR-Newark seeking a man who is now a medium market manager or a major market operations manager. Ability to supervise all depts. important. Send resume and photo to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for **aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.**

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

$100-$150 guarantee Delaware good music station. **Need sales idea man with at least three years experience. 60th market. Box 681S, BROADCASTING.**

Are you ready to step up in sales work. Here is an opportunity. Texas. Box 880S, BROADCASTING.

Small community station in northeast North Carolina needs salesman to take over sales department. Excellent future with family group. Must have good references. Also opening for announcer-salesman or announcer-newsman who wants to grow with progressive organization. Box 897S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Regional sales manager top-rated 5 kw. Proven sales record required. $150 weekly draw against commission. Box 907S, BROADCASTING.

California radio-tv multiple station operation now expanding hours, sales efforts, and fm—needs salesmen for both radio and tv with proven sales record—also local tv sales manager—we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ rpm. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B, KSBW-AM and TV, P.O. Box 1651, Salinas, California.

Salesman kilowatt daytime. Commission with guarantee. Growth area. KUTY, Palmdale, California.

Salesman-announcer. Fm experience desired but not essential. WFMM, 44 W. Biddle St., Baltimore, Maryland.

Time salesman for top-rated dominant station in solid midwest market. Excellent earning potential for man who loves to sell, and who can produce. Permanent position, with fringe benefits and incentives. Send complete resume to: Gordon Sherman, WMAY, Springfield, Illinois.

Announcers

Energetic and ambitious announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Northern Ohio medium market needs experienced dj with good sense of production who wants to learn modern radio under expert guidance. Man we want is in mid-twenties, mature and willing to follow directions. Send resume and tape to Box 753S, BROADCASTING.

Florida independent making opening for morning announcer-dj. Send complete resume with picture and tape. Sales opportunity too if desired. Must have applications by April 10th. Box 825S, BROADCASTING.

Radio is better than ever and we're a good radio station. We're looking for a mature, experienced radio announcer who wants to grow with a solid, stable organization. All the benefits of course, but mostly good radio. If you're interested in immediate staff opening, if you're mature and experienced, and if you're not a disc jockey, send tape, resume and salary expected to Box 851S, BROADCASTING.

Opportunity ahead for all-around radio man; sharp dj who wants extra earnings for selling or production. Advancement possible in growing rocky mountain organization. Fringe benefits include profit sharing. Box 861S, BROADCASTING.

Need two experienced combo men. One announcer-engineer with first phone. One announcer-salesman. Growing station in growing, competitive market in central Texas. Send complete resume. Box 875S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity for married staff announcer. Send resume. Texas. Network station. Box 879S, BROADCASTING.

Announcer with first phone ticket. No engineering experience necessary, no maintenance required, just ticket and good air work. Need experienced announcer with good employment and personal history. Excellent chance for advancement to management position in this chain. Send tape, resume, photo. Box 920S, BROADCASTING.

Wanted . . . Good announcer-maintenance engineer (1st phone) for "quality sound" 250 w New England station. For tape return, included postage. Send full details. Box 934S, BROADCASTING.

Announcer-salesmen quality voice for 35,000 market. No beginners. No rock and rollers. Send tape to: Manager, KADO, Marshall, Texas.

Announcer with first ticket, experienced, or inexperienced with good potential. No rockers, western please. Send tape, resume, references. KGHM, Brookfield.

Staff announcer who can double on high school sports. Also salesman who can write copy and announce. About June first. Write all including work references. Applications must withstand careful screening. KRLN, Canon City, Colo.

Announcer needed by regional station. Prefer man interested in selling time. KTOE, Mankato, Minn.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa, Fe, N.M.

New Dallas station has immediate opening for an experienced announcer and a news man. Good basic radio voice imperative. Bright, swinging young-adult music, no top 40. Send tape, resume, and photo to KVIL, 4152 Mockingbird Lane, Dallas, Texas.

Wanted: Experienced announcer, married, sober, apply: Gene Stanley, Manager, KZEE, Weatherford, Texas.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

Wanted: Experienced announcer/engineer desiring to relocate in small, friendly Illinois community. Must enter into civic affairs and become part of close-knit station operation and community. Will be station's only engineer and will pull regular announcing schedule. State salary requirement, but keep in line with experience. Send tape, photo and resume to George Walker, Manager, WCRA, Effingham, Illinois.

Announcer for 5000 watt good music station serving large population area and lush Wisconsin vacation land. Must be authoritative on news. $85 weekly. Tapes to WCWC, Ripon, Wisconsin.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Wanted: Announcer with first phone ticket. Live in the heart of Wisconsin's vacationland. Up to $100.00 weekly. Contact Manager, WHSM, Hayward, Wisconsin.

Help Wanted—(Cont'd)

Announcers

WHYE in Roanoke, Virginia has opening for ambitious, modern radio-man, capable of a top dj show. Number 1 with swinging but not screaming format. Excellent advancement opportunities. Rush tape, photo, and expected salary to Bill Victor, Prog. Dir., WHYE.

WKAI Radio, Centre-Macomb, Illinois needs two all-around staff announcers now. Contact Bob Douglas, Temple 3-4129. Personal interview.

Announcer-Copywriter. Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Saginaw, Michigan, CBS affiliate, looking for experienced, good morning man, preferably from Michigan for permanent tight production schedule. Send tape, photo, resume first letter to: Fred Krell, WSGW, Saginaw, Michigan or call Fred Krell, Pleasant 3-4456.

WWOL, Buffalo, New York, under new ownership, needs staff announcer. ABC affiliate with middle-of-the road continental music format. Must be sufficiently versatile to handle some news assignments. Write or call Arnold C. Johnson, MOhawk 1200.

Announcers! Many opportunities for experienced broadcasters. Tapes (include return postage) and resumes required before interviews. Contact, Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630-5th Avenue, NY 20, NY.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BRCADCASTING.

Chief engineer with announcing ability for a Wisconsin radio station. Excellent opportunities. Send tape and resume. Box 877S, BROADCASTING.

Chief engineer for large community antenna system in Louisiana. Background of maintenance and repair, and knowledge of video and antennas required. $600 monthly salary—truck furnished. Box 918S, BROADCASTING.

Wanted—First class engineer by 250 watt station in upper New York state. Salary one hundred dollars plus per week. Send resume to Box 923S, BROADCASTING.

Immediate opening for aggressive transmitter engineer, WAMS, Wilmington, Del. Chance to join radio-tv chain. Send snap and resume to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

First phone engineer. Handy with tools and electronic equipment, to maintain present equipment and build new am station. No announcing or operating shifts. Just right man who likes working with radio gear. Send resume to Charles Halle, WCCM, Lawrence, Mass.

Production-Programming, Others

Excellent opportunity for good producer. Number one independent major Ohio market, $6,000 plus with multiple company. Box 562S, BROADCASTING.

News director NBC affiliate. Direct completely equipped radio and tv department, supervise department of sister station. Department personnel experienced, intelligent, conscientious. If not satisfied with present position, send photo and resume. Box 905S, BROADCASTNG.

Somewhere, an announcer knows he is qualified for program director! We want sincere young man looking for ultimate in advancement with good growing organization small market, but we're professional, and we like people. If you fit, please send photo, tape, showing production ability. Box 913S, BROADCASTING.

Major New England radio station wants young, male, copywriter to serve as continuity chief. Experience in similar position at radio station essential. Forward biography, samples of work, and state salary required. Box 922S, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Jersey station seeks newsman to gather and write local, requires voice and board operation. Send tape, photo, resume, to Box 928S, BROADCASTING.

Expanding midwest station needs fast, capable copywriter for spot commercials. Excellent working conditions. Above average fringe benefits. Send resume and samples to Larry Robinson, Continuity Director, KGLO-AM, FM, TV, Mason City, Iowa.

Wanted immediately, experienced production manager 5000 watter. Best of references required, good pay. One of North Carolina's best equipped stations. Contact Greely N. Hilton, General Manager, WBUY, Lexington, N.C.

Need a local news man for small, newsminded station. One-man department, salary commensurate with experience. Contact Manager or Program Director WDLC Port Jervis, N.Y.

RADIO

Situations Wanted—Management

Sales manager with proven record in radio sales and management plus tv experience desires relocation. Fifteen years in major and medium-sized markets. Middle-aged, married and reliable. Excellent references. Box 887S, BROADCASTING.

Management team available. 36 years combined management and all departments. Versatile. Operate small staff. Outstanding sales and programming. College background. First phone. Presently employed. Interested position with profit potential—preferably mid-Atlantic states. Box 889S, BROADCASTNG.

Manager or assistant manager with promotion opportunity. Twelve years experience all phases. Excellent announcer. Good sales ideas. Presently pd. Age 33. Box 901S, BROADCASTING.

Wanted to lease—Radio station in Rocky Mountain area—by two young, experienced men. Send replies to Box 910S, BROADCASTING.

General manager. Sales background. Medium market stations. 13 years broadcasting. Box 926S, BROADCASTING.

Sales

Sales manager, married, age 37, handle announcing chores too. Good background of success. Presently employed in major market in program, desire to return to smaller market as sales manager. I can produce. Past member Rotary—past president Kiwanis. Box 927S, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Experienced dj and newsman. 23-single, with car. Tape and resume on request. Box 783S, BROADCASTING.

Desire year-round sports schedule. Fully experienced in play-by-play and staff announcing. Family man, 28, 3 years college, 2 years radio-tv school, 3 years radio experience. Employed as sports director. Interested in radio-tv combination. Box 809S, BROADCASTING.

Same song . . . second verse. Qualified announcer, 8 years experience, sales, pd, sports. Prefer "Wabash to Missouri" or Florida. Have car . . . Can travel. Box 812S, BROADCASTING.

Negro announcer, 3 years. Desires to relocate. R&B, gospel, sales. Box 814S, BROADCASTING.

Can you top this? Now working 48 hours for $130. Interested in shortening hours. Number one morning man. Happy adult wake-up show. Box 820S, BROADCASTING.

Young dj, announcer, newsman seeking to relocate midwest or east coast. 1 year experience, 2 years college—untinged by payola. Box 863S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, alert, aggressive disc jockey, capable newsman. 2½ years broadcasting experience. Single, effective air-salesman. South or southwest market preferred. Currently employed. Box 865S, BROADCASTING.

Idea gal. Station's best pal. Clever deejay. Hire me today! Box 868S, BROADCASTING.

Employed part-time, want full-time radio and/or tv announcing. News, good music, commercials. Vet, 23, single. Inquire, you'll hire. Box 867S, BROADCASTING.

Young announcer, dj solid seller. Loaded with talent. Anywhere. Box 872S, BROADCASTING.

Jazz, good pops dj, two years morning man experience, married, 23. Box 873S, BROADCASTING.

Young talented man seeks position as radio and tv announcer. Box 874S, BROADCASTING.

Experienced announcer desires relocation. No top 40, adult level programming only. Interested in sales and promotion. Box 882S, BROADCASTING.

Experienced announcer current pd 5 kw quarter million market, seeks new horizons. Strong copy, commercial production. On camera experience. Prefer midwest, $95 start. Box 890S, BROADCASTING.

Sports announcer, versatile, 6 years radio, 2 tv. Family man, desires permanent position with west or west coast station. Resume on request. Box 891S, BROADCASTING.

Summer relief . . . Experienced combo announcer. Prefer north central good music independent or network station. Now attending college. Received $275 in network am-tv operation. Tape and photo available. Box 892S, BROADCASTING.

Recent broadcasting school grad. Young, single, ambitious, cooperative. No car. South or midwest. Box 893S, BROADCASTING.

First phone deejay. Delivery warm, pleasant, sincere. Experienced all phases. Box 896S, BROADCASTING.

With the Army, college, and top-grade training as dj and newscaster behind me, need just the opportunity to prove my worth. Anywhere. Available late April. Prefer adult programming. Box 916S, BROADCASTING.

Woman, employed in radio air work, wishes to relocate. Tape on request. Box 935S, BROADCASTING.

Experienced college student seeks summer announcing work. Five years experience in all phases of radio. Vevsatile, personable and eager. Box 932S, BROADCASTING.

Single, mature, desires position anywhere on east coast as staff announcer or combo work. Experienced. Will follow your format. Call collect TAlbet 2-0716 or write 630 E. Dover Street, Easton, Maryland.

Staff announcer wants change. Six years experience, all phases. Morning man, news, rock and roll. Age 26, sober, dependable. Married, one child. $75.00 minimum. Write LeRoy Childress, Box 146, Mount Airy, North Carolina.

Announcer-pd No. 1 Hooper-rated. Vet, relocating. In radio since 1953. Brad Harris, 559 Hendrix Street, Brooklyn 7, N.Y. HY 8-5479.

Staff announcer with first ticket. Single. Operate board and all staff duties. Warren Hill, 601 11th St., Havre, Montana. Phone 265-2851.

Morning personality, 23, married, draft exempt, 5 years experience, available now! Rick McHargue, Route 1, Trenton, Missouri. Phone 1589W4.

Announcer, 1st phone, no maintenance, no car. $90 plus traveling expense. BE 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

DJ experienced in all phases of announcing, desires position in Chicago area. Married, 23, will work hard. Dave Rogers, 73 Clifton Avenue, Mansfield, Ohio. LA. 2-4091.

Situations Wanted—(Cont'd)

Announcers

Staff announcer. First ticket. DJ and all staff duties. Have car. Single, 22. Bob Stone, 510 16th St., Oakland, California. TWinoaks 3-9928.

Technical

Due to recent re-organization, we are forced to release combo-man. He served as our chief engineer and program director. Single, reliable. Familiar with all phases small station operation. We want to find him a good home. Box 800S, BROADCASTING.

Position wanted in midwest or Florida. First phone, 14 years experience, 10 years as chief. Write Box 909S, BROADCASTING.

Experienced engineer, salesman, farm director looking for permanent position. Midwest. Box 915S, BROADCASTING.

Engineer, fist ticket, limited board experience. Prefer western, rock. Write Box 924S, BROADCASTING.

Engineer. 2 years running 1000 watt xmitter. 3 years radio and television repair. 2 years electronic school. 2nd ticket. 25, married. Raymond Bour, 5636 N. Ashland, Chicago.

Chief engineer and dj of a 10 kw desiring a position in a radio and tv combination. West coast preferred but will consider all others. W. Macumber, 3130 Dyer St., Apt. 4, El Paso, Texas. Phone LO 6-6173.

Chief or assistant, nine years radio, one tv. Joe McClain, WASK, Lafayette, Indiana.

Production-Programming, Others

Summer position in New England desired by young college man with 4 years' experience in all phases of radio, including assistant to manager and announcing. Presently living in Boston. Excellent recommendations by top men in the field. Box 804S, BROADCASTING.

Copywriter-producer, experienced copywriter at top 4A ad agency desires move to other side of counter to broadcasting. Box 883S, BROADCASTING.

Sports director. 5½ years experience. Play-by-play all sports. Married, veteran, desires move into larger market. Dependable, references. Box 894S, BROADCASTING.

Copywriter - announcer. Mature, college M.A. broadcasting school. Experienced ad man. Available now. Box 929S, BROADCASTING.

Radio news director, presently employed, wants to work in major market. Has 15 continuous years experience, several national news "breaks". 10514 Plymouth Ave., Detroit 4, Michigan.

Veteran news director. Weatherman. Aviator. Publicity-promotion. Won't drive car. Russ Brinkley, Box 1228, Harrisburg, Pa.

TELEVISION

Help Wanted—Sales

Salesman for major Ohio vhf market. Excellent sales climate. Good account and prospect list, salary and commission, profit sharing. Send complete job history including billing data. Only men with complete market experience and desiring more than $10,000 annually, please. Box 845S, BROADCASTING.

California medium market network tv station needs local sales manager and local salesmen who can produce. Send resume and references to Box 854S, BROADCASTING.

California radio-tv multiple station operation now expanding hours, sales efforts, and fm—needs salesmen for both radio and tv with proven sales record—also local tv sales manager—we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ rpm. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B, KSBW-AM and TV, P.O. Box 1651, Salinas, California.

Help Wanted—(Cont'd)

Announcers

Television news personality. Large, midwestern television station seeks top-notch news personality. Must have thorough knowledge of on-the-air, writing, and interview techniques. Box 835S, BROADCASTING.

Bright fast-paced dj ready for pd for top-rated modern music station. Opportunity for television experience and training. Send tape, picture and resume Box 904S, BROADCASTING.

Technical

New full powered upper midwest vhf, has openings for experienced transmitter engineers. Latest RCA equipment. Send resume and photo to Box 704S, BROADCASTING.

Florida living has many advantages. Experienced studio maintenance engineer for network affiliate. Opportunity for right man. Send resume of experience, salary expected, references and snapshot first letter. Box 780S, BROADCASTING.

Wanted, first class licensed enineer tv studio—transmitter. Experience in all phases tv required. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W.M. Greely, WYman 5-5952.

Wanted—Engineer with first class license for summer vacation relief. Possibility of permanent employment. Excellent opportunity to gain experience in both radio and tv. Position available April 15th. Contact Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

WTOC-TV, Savannah, Georgia, needs first class engineer or qualified experienced technician. Reply by letter giving complete qualifications, references, photograph and salary requirement to chief engineer.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

TELEVISION

Situations Wanted—Management

Don't mail contract! Interview desired for management or sales management. Box 899S, BROADCASTING.

Sales

Executive type salesman with six years experience in major market and ten years in radio sales and management now available. Past commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 888S, BROADCASTING.

Experienced television salesman, familiar all phases, presently employed, excellent background. Box 900S, BROADCASTING.

Announcers

Darn good newsman! Convincing commercials! Industrious. Experienced. Reliable. Mature family man. Box 903S, BROADCASTING.

Technical

1st phone. Two years experience operation. Some maintenance and microwave. Box 886S, BROADCASTING.

Graduating interns, technical and production, trained in modern fully equipped studios by commercial minded instructors now available. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

A rare combination of across the board experience. First, 10 years as a radio performer. . . . Then into television as a director, program director and producer of both local and network programs. . . . Add a year of the same in an advertising agency plus 7 years of successful sales work for 2 national television companies. Imaginative selling and creative programming either way it's a rare combination ready to go to work for you. Box 785S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Aggressive television-radio newsman. 3 years experience midwest-east, B.S. degree, appealing delivery, still-motion photography, married. Box 853S, BROADCASTING.

Imagination and enthusiasm. Producer-director. 6 years major market—awards—top ratings. Will create, organize, and execute. Resume—references. Box 862S, BROADCASTING.

Producer-director: Network ass't. director desires position as director-production manager. College graduate, young family man. Have stop-watch will travel! Box 871S, BROADCASTING.

Directing-assistant directing. Broadcasting college grad. Consider top man in department. Laid-off for seniority reason. Excellent references. Box 881S, BROADCASTING.

Help me! I am being held prisoner! Young, impatient news editor trapped three years at top ten television station. No room for fast advancement; few on-camera opportunities for professional newsman. Desperately need challenging news or public affairs writing post, or regular on-camera news slot in smaller market. Box 902S, BROADCASTING.

Assistant to manager with many years experience hardsell uhf's in mixed markets; tv sales, program, production, operations, promotion, news; top references, now located, contemplating change. Box 908S, BROADCASTING.

Newsman. 15 year background. 8 years radio-tv news. Box 925S, BROADCASTING.

FOR SALE

Equipment

Western Electric dual channel console, 4 pre-amps, 2 pgm amps, good condition. $350.00. Box 837S, BROADCASTING.

For sale, Gates remote control. Cabinets included. Looks like new. One half original cost. Box 866S, BROADCASTING.

5 kw tv transmitter channels 2-6. 25 kw amplifiers 2-6 and 7-13. Also sync generators, Polyefex scanners, etc. Box 878S, BROADCASTING.

RCA type 300 three tower phase monitor; three antenna 0-8 ammeters. Reasonable. KFRO, Longview, Texas.

RCA 76-B console, complete, $495. Magnecord PT-6 portable recorder and mixer, $295. Presto 6-N disc recorder, $150. KMED, Medford, Oregon.

8-Bay Collins fm antenna, excellent condition, $1,400.00. Perfect for stereo broadcasting: 2 Langevin program amplifiers, 1 Langevin VU panel, 60 Langevin output transformers with selective switching. Factory wired and rack mounted. Cost $2,800.00. In new condition, $450.00. See me at NAB convention or write William O. Barry, WFMB, Nashville, Tennessee.

Two Tapak duplex tape recorders. Excellent condition, $150 each. R. Lucia, WHAM, Rochester 3, N.Y.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

Recently combined transmitter and studios. Now have complete Gates RDCIO remote control unit for sale. Includes: Type M5240 studio unit; M5241 transmitter unit; 5144 R.F. amplifier for monitors; M-4703C motor driven rheostat used with Collins 20V transmitter; remote antenna current unit M-3759. About four years old. First $650.00 buys complete outfit. Contact Wes Ninemier, WTAW, Bryan, Texas.

Why buy a used transmitter? Build your own 1000/250 watt transmitter. See Bauer ad, page 121, March 28 issue of Broadcasting.

Limited quantity new General Electric model 4BC3A1 consoles $250. Davis Electronics, 20 Fernbank Avenue, Delmar, N.Y.

FOR SALE

Equipment—(Cont'd)

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Test, studio, terminal, transmitting, monitor, (pix freq.) and STL equipment. All inquiries promptly answered. We buy above also. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

General Radio model 516-C RF bridge. Good condition. Price $200.00. Lewis M. Owens, Columbia, Ky.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Microwave transmission line—Andrew 1⅝" rigid 51.5 ohm, teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Receiving and transmitting tubes for all types of communication systems. Complete stock. Immediate delivery. Write for free comprehensive catalog—a most useful reference source and pricing guide. Discounts to end users. United National Labs., Inc., 840 B Main Street, Paterson, N.J.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Trade my $15,000 equity in two lovely new apartment buildings in Santa Ana, California (near L.A.) as down payment on radio station in western U.S. Approximately fifteen years background looking for ownership. Reply 789S, BROADCASTING.

Mr. Station Owner—Middle Atlantic or southeast area—in market 50,000 to 500,000. If profits are low, or you want to retire, and want to sell, write to a financially responsible party. Give details in confidence. Principals only. Write 869S, BROADCASTING.

Financially responsible broadcasters interested in outright purchase of radio station on Atlantic or Gulf Coast area. Supply details, billings, earnings and physical facilities. Box 870S, BROADCASTING.

Will buy—construction permit for am in small or medium market. Replies completely confidential. Box 895S, BROADCASTING.

Responsible broadcaster interested in leasing a small market station in Texas or adjoining states. Purchase option desirable. Box 933S, BROADCASTING.

WANTED TO BUY

Equipment

10 to 15 kw uhf transmitter, antenna, frequency monitor, master monitor and switcher slide and film equipment, multiplexer and film camera. Box 732S, BROADCASTING.

Wanted to buy—1⅝" co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

STL, test, monitor and tubes any type, any quantity. Electrofind, 550 Fifth Avenue, New York City.

Need six-bay high-band television antenna, RCA type TF-6A1 or equivalent. Write, stating age condition and price. Hammett & Edison, Consulting Radio Engineers, P.O. Box 68, International Airport, San Francisco 28, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Method, 510 16th St., Oakland, California.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter given by FCC experts for those hesitant about crash courses. Register now for classes starting monthly. Day, 20 weeks. Evening, 31 weeks. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

MISCELLANEOUS

Anyone knowing the whereabouts of Linwood T. "Ted" Crutchfield is asked to communicate with me at once. If you are his employer this will be of vital interest to you. Box 930S, BROADCASTING.

Commercial religious accounts: Want commissionable rates, availabilities. Gospel Broadcasters Agency, Schell City, Missouri.

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Sales

THIS IS NOT THE USUAL RADIO JOB!

An organization with 3 AM's—2 TV's, is adding a **KEY MAN IN SALES** at one of the radio stations.

The man we seek is sincere, confident, interested in associating with young, intelligent hard-working broadcasters (consider good salesman, no managerial experience necessary).

Good, growing market. Answer with full resume.

Box 912S, BROADCASTING

CALIFORNIA RADIO-TV

Multiple station operation now expanding hours, sales efforts, and FM—needs salesmen for both radio and tv with proven sales record—also local TV sales manager —we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ RPM. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B. KSBW-AM and TV, P.O. Box 1651, SALINAS, CALIFORNIA.

Announcers

KQV
Pittsburgh

Number one station needs a swinging, modern radio D.J. Air mail tape, resume and photo to:

Dick Drury
Program Director
KQV
Pittsburgh 19, Penna.

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?
ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.
"Let us analyze present tape. NO CHARGE."
***** Call . . . MR. KEITH . . . SU 7-6938.**
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

PUBLICITY-PROMOTION MANAGER

Radio and television station in major mid-south market. Idea and all - around promotion man. State detailed experience and salary required.

Box 911S, BROADCASTING

RADIO

Situations Wanted

Production-Programming, Others

A Dynamic
Modern Radio
PROGRAM DIRECTOR

With ideas galore. My approach to modern radio is intelligent and mature. Even the agency men listen for the pure enjoyment. Now employed as pd at the No. 1 station in a very large market. If you want me for only one year—don't bother. Seeking permanency. Size of market is of no concern as long as the general picture is a healthy one. Have family.

Box 931S, BROADCASTING

TELEVISION

Help Wanted—Technical

EXPERIENCED TV PERSONNEL WANTED

Engineers, Production, etc. Reverend Percy Crawford, WPCA-TV, 1230 East Mermaid Lane, Philadelphia 18, Pa.

WANTED TO BUY

Stations

UP TO ONE MILLION DOLLARS CASH AVAILABLE

As down payment on VHF property or combination VHF-AM. Am not a broker and do not wish to deal with one. Am private individual who recently has come into the above available funds and wish to expand. Will be at the NAB Convention, but to protect my identity from curiosity seekers will ask for my mail at the desk of the Conrad-Hilton under a nom de plume of Roger Norton. Address any replies to this name and mark "Please hold for arrival." If not able to contact me during conventions, write me at:

Box 917S, BROADCASTING

STATIONS

STATION FOR LEASE

In top 130 markets with option to buy. Under $10,000 required in cash. Low monthly payments.

Box 864S, BROADCASTING

SOUTH TEXAS FULLTIME

Low frequency and high soil conductivity gives this station excellent coverage of densely populated area. Grossed $80,000 in 1959 with good earnings. $105,000 with $30,000 down and balance over 10 years.

BOX 884S, BROADCASTING

SOUTHWEST PLAINS STATE

Beautifully equipped 1,000 watt fulltimer in single market. Grossing near $100,000 and showing good earnings. Priced at $110,000 with 29 percent down and good terms on balance.

Box 885S, BROADCASTING

CALIFORNIA DAYTIMER

Very desirable single station growth market. No other frequencies available for the area. Should gross $100,000 this year. A low down-payment with a 12-year payoff and good real estate makes this property an attractive buy at $175,000.

Box 921S, BROADCASTING

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
La.	Medium	1kw	150M	terms
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

NAB CONVENTION, CONRAD HILTON, CHICAGO

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS APPRAISALS MANAGEMENT FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

GUNZENDORFER

ARIZONA—100 watt daytimer $60,000. Down payment $15,000. Then 500 per month. **ARIZONIA**—250 watt fulltimer $75,000. Easy terms. **CALIFORNIA**—Regional 1000 watts fulltimer $275,000. **OREGON**—250 watt fulltimer $80,000. $20,000 down. **CALIFORNIA** F.M. $85,000—$25,000 down—**OREGON** F.M. $150,000. 29% down—Terms.

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for

Dollar

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 30

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,405	60	77	827
FM	645	65	175	106
TV	472	53	104	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 30

	VHF	UHF	TV
Commercial	448	77	525
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

	AM	FM	TV
Licensed (all on air)	3,404	645	472[1]
CPs on air (new stations)	58	51	55[2]
CPs not on air (new stations)	79	152	97
Total authorized stations	3,541	848	672
Applications for new stations (not in hearing)	583	78	58
Applications for new stations (in hearing)	231	34	65
Total applications for new stations	814	112	123
Applications for major changes (not in hearing)	683	35	35
Applications for major changes (in hearing)	188	10	20
Total applications for major changes	871	45	55
Licenses deleted	0	1	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Continued from page 151

BP-12865—New, Nashville, Ga., Hanson R. Carter. Req: 1600kc, 1kw, D.

BP-12866—New, Lordsburg, N.M., Alan A. Koff. Req: 950kc, 1kw, D.

BP-12869—WMOH Hamilton, Ohio, Fort Hamilton Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12871—WAVO Decatur, Ga., Great Commission Gospel Assn. Inc. Has: 1420kc, 500w, DA, D (Avondale Estates). Req: 1420kc, 1kw, DA, D (Decatur).

BP-12872—New, Canton, N.C., Vernon E. Pressley. Req: 920kc, 500w, D.

BP-12877—New, Clinton, Tenn., Clinton Bcstrs. Inc. Req: 1380kc, 1kw, D.

BP-12885—WAUX Waukesha, Wis., Waukesha Bcstg. Co. Has: 1510kc, 250w, D. Req: 1510kc, 10kw, DA, D.

BP-12886—New, Spencer, W.Va., Spencer Bcstg. Co. Req: 1400kc, 250w, unl.

BP-12888—WKVA Lewistown, Pa., Central Pennsylvania Bcstg. Co. Has: 920kc, 1kw, D. Req: 920kc, 500w, 5kw-LS, DA-2, unl.

BP-12889—New, Barnesville, Ga., A.S. Riviere. Req. 1590kc, 1kw, D.

BP-12892—WBTN Bennington, Vt., Catamount Bcstrs. Inc. Has: 1370kc, 500w, D. Req: 1370kc, 1kw, D.

BP-12895—New, Rugby, N.D., Rugby Bcstrs. Req: 1450kc, 250w, unl.

BP-12904—WTNT Tallahassee, Fla., Tallahassee Appliance Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12905—WRWH Cleveland, Ga., Newsic Inc. Has: 1350kc, 500w, D. Req: 1350kc, 1kw, D.

BP-12909—New, Dishman, Wash., Bar None Inc. Req: 1430kc, 1kw, D.

BP-12910—WPAY Portsmouth, Ohio, Paul F. Braden. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12912—New, Clinton, Tenn., Clinton Bcstg. Co. Req: 1570kc, 250w, D.

BP-12913—New, Houston, Miss., Robert F. Neathery. Req: 1250kc, 500w, D.

BP-12914—New, Punta Gorda, Fla., Lindsay Bcstg. Co. Req: 1350kc, 500w, DA, D.

BP-12918—WAEB Allentown, Pa., WAEB Bcstrs. Inc. Has: 790kc, 500w, 1kw-LS, DA-2 unl. Req: 790kc, 1kw, DA-2, unl.

BP-12919—WKNY Kingston, N.Y., Kingston Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12923—New, Blackshear, Ga., Collins Corporation of Georgia. Req: 1350kc, 500w, D.

BP-12925—New, Clinton, Tenn., Mountain Empire Radio Co. Req: 1460kc, 500w, D.

BP-12926—New, Eagle River, Wis., Eagle River Bcstg. Co. Req: 950kc, 1kw, D.

BP-12927—KLIQ Portland, Ore., KLIQ Bcstrs. Has: 1290kc, 1kw, D. Req: 1290kc, 5kw, D.

BP-12930—New, Mariposa, Calif., Universal Electronics Network. Req: 790kc, 500w, D.

BP-12933—KLAK Lakewood, Colo., Lakewood Bcstg. Service. Has: 1600kc, 1kw, DA-N, unl. Req: 1600kc, 1kw, 5kw-LS, DA-N, unl.

BP-12936—New, Benson, N.C., George G. Beasley. Req: 1580kc, 1kw, D.

BP-12937—KMAR Winnsboro, La., Franklin Bcstg. Co. Has: 1570kc, 500w, D. Req: 1570kc, 1kw, D.

BP-12939—New, Nashville, Ga., Radio Nashville. Req: 1550kc, 1kw, D.

BMP-8430—WLAT Conway, S.C., Coastal Bcstg. Co. Has: (CP) 1330kc, 5kw, D. Req: (MP) 1330kc, 500w, 5kw-LS, DA-N, unl.

BP-12941—New, Las Vegas, Nev., Las Vegas Electronics. Req: 970kc, 500w, D.

BP-12942—KMUL Muleshoe, Tex., Radio Station KMUL. Has: 1380kc, 500w, D. Req: 1380kc, 1kw, D.

BP-12943—KFIR North Bend, Ore., Bay Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12944—KORD Pasco, Wash., Music Bcstrs. Has: 910kc, 1kw, D. Req: 910kc, 5kw, D.

BP-12946—New, Latham, N.Y., Iroquois Bcstg. Co. Req: 1600kc, 500w, D.

Applicants on which 309(b) letters have been issued:

BP-12857—WABY Albany, N.Y., Eastern New York Bcstg. Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12868—New, Houston, Tex., Taft Bcstg. Co. Req: 1010kc, 1kw, DA, D.

BP-12876—New, Sapulpa, Okla., Sapulpa Bcstrs. Req: 1550kc, 250w, D.

BP-12880—WSJM St. Joseph, Mich., WSJM Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12891—New, Redwood City, Calif., Western States Bcstg. Co. Req: 850kc, 500w, DA-1, unl.

BP-12903—New, Seattle, Wash., Paul R. Heitmeyer. Req: 1440kc, 1kw, D.

BP-12911—WJHO Opelika, Ala., Opelika-Auburn Bcstg Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP12916—WSOY Decatur, Ill., Illinois Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12922—WMID Atlantic City, N.J., Mid-Atlantic Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12938—New, Roseville, Calif., Trans-Sierra Radio. Req: 1430kc, 500w, DA, D.

BP-12940—WJBW New Orleans, La., Radio New Orleans. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

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WESTERN UNION

SPECIAL SERVICES

OUR RESPECTS TO . . .

Everett Eugene Revercomb

You think you've got troubles! Consider the case of Everett Revercomb, NAB secretary-treasurer and general manager of the industry's 1960 convention.

Back in the southwest corner of the Conrad Hilton's third floor the man around whom the convention revolves can be found before breakfast, throughout the day, and usually after dinner in Room 1.

Phones ring, hotel officials move in and out, convention delegates enter to squawk about their lousy rooms, house dicks deliver tips about unscheduled goings-on in secluded places, and prying newsmen probe for answers to assorted and often insidious questions. When he can dodge this assorted mayhem he's all over the world's largest hotel, trouble shooting and checking up on a few thousand minor details.

All this is old stuff to Everett Revercomb. He's done it before—many times before. After all, he attended his first NAB convention a quarter-century ago (July 6-8, 1936, in the same hotel, then known as the Stevens). Besides, he has at an adjacent desk his administrative assistant, Ella Nelson, who also has had a quarter-century of NAB conventions.

"Rev," as he's known to industry friends, is a native Washingtonian. He was born Jan. 28, 1914. His father, employed in the District of Columbia government, moved in 1918 to McLean, Va., nine miles across the Potomac from Washington.

He attended public and high school in McLean and was valedictorian of the class of 1930. He was graduated from Duke U., Durham, N.C., in 1935 with a degree in business administration, having interrupted his studies for a time to work as office manager of Washington Golf & Country Club. At Duke his courses included accounting, business finance and related topics.

College to NAB ■ After graduation his first permanent job was at NAB, then located in the National Press Building. His arrival increased the staff to four. The other three were James W. Baldwin, former NRA chief for broadcasting under this two-year emergency program of the New Deal; Mrs. Nelson, and Bert Siebert, now Mrs. James C. McNary, wife of the engineering consultant. At that time the association had 376 members (it now has 2,468).

He served NAB as auditor through Mr. Baldwin's administration and that of Mark Ethridge, who was drafted as president *pro tem* following Mr. Baldwin's departure in 1938. A few months later Neville Miller, Louisville's famed "Flood Mayor" then at Princeton U., was elected first paid president.

War service interrupted Rev's career at NAB in 1943. He joined the Navy and was promptly assigned a desk job hardly a mile away from the NAB office. As a lieutenant senior grade in the Office of the Director of Naval Communications he served three years. "I sailed across the Potomac every day from Virginia to the District of Columbia—by bus or auto, naturally," he recalls.

Three years later he returned to private life and the NAB. His home life hadn't been interrupted by war service, since McLean is a Washington suburb. In 1940 he had married Dorothy Elouise Faidley, of McLean, a childhood sweetheart.

New Title ■ At NAB he resumed work with a new title, assistant treasurer. He had served over two pre-war years under C.E. (Bee) Arney Jr., who had been elected secretary-treasurer in 1940. After four years as assistant treasurer he resigned to become administrative assistant at George Washington U., in Washington. Two years later he was elected controller of National Assn. of Home Builders, comparable in budget and staff to NAB.

The late Harold E. Fellows had taken over the NAB presidency in 1951. A few years later Mr. Arney was approaching retirement because of ill health. The NAB board elected Rev Secretary-treasurer in March 1956. Since that time he has occupied the big NAB first-floor office where the association's business affairs are conducted.

NAB's REVERCOMB

Must man in Chicago

Actually the secretary-treasurer of NAB has a whole series of jobs that break down into two main categories—business affairs and management of meetings. Both teem with headachey tribulations but this tall, lanky executive handles them in the deadpan manner of the professional auditor.

Quiet in demeanor, he has a deep and resonant voice that can be heard several offices away, especially when he tells a telephoner for the tenth time, "I'm sorry, but all the convention suites are gone."

Luckily Rev doesn't ruffle easily, even at conventions. With all the loose ends and complex details of the job, especially as a convention approaches, he's able to don his hat and start home without showing a sign of weariness. He's never taken a tranquilizer—and that includes convention week.

As NAB secretary Rev is custodian of association property, records and by-laws; acts as secretary of the board of directors; serves notice of all meetings, including committee sessions, and attends them; keeps records of these meetings.

Holds Pursestrings ■ In his role as treasurer he collects all dues and money, and spends association funds as authorized; prepares monthly reports of receipts and disbursements, and supervises elections and referendum votes.

Actually the job of convention manager is an active undertaking eight months of the year. Planning for the 1960 meeting was begun last September before the NAB fall conferences started—and he arranges them, too.

Always an association man, he belongs to a few civic groups—past president of McLean Lions Club and Citizens Assn. member of board, Trinity Methodist Church; past master of Masonic lodge, and a former assistant scout master. The Revercombs have two boys, Eugene Jr. 17 and Steven Lee 14. His favorite pastime—rooting for the boys in their athletic activities.

After sessions with the NAB Convention Committee, the board and other groups, he faces as convention time approaches the actual physical arrangements in the hotel—meeting rooms, suite assignments, seats, head tables, visual gear, menus and attendance.

Looking back a quarter-century, he said, "Delegates are more serious-minded than was the case in 1936. The industry has grown tremendously, business methods are more complicated and regulatory problems are more serious."

Convention planning moves slowly. But after it's all over April 7, Rev will wrap up the last Chicago details in a day.

Let's give toll a test

AS REPORTED elsewhere in this issue, Zenith and RKO General have joined their substantial forces to give on-the-air subscription television its first significant test.

The conditions proposed in the Zenith-RKO plan appear to correspond with those prescribed by the FCC a year ago. It is our view that official approval ought to be given after appropriate analysis.

We say this knowing it will seem a departure from a policy we have vigorously advocated over many years.

Historically this publication has argued against on-the-air subscription television. If our position has changed, as it has to the degree that we now think a carefully controlled test is admissible, it is because times have changed. The conditions prevailing now differ considerably from those that prevailed during and before the great debates over subscription television in 1957-58.

Our opposition to subscription television was based mainly on our belief that its introduction would disrupt if not destroy the free system that was then expanding at a rate that promised to deliver an unprecedented volume and quality of entertainment and information to the American public. That promise has been more than fulfilled, but the expansion of station facilities has now been arrested.

In the past year there has been a net gain of only five operating commercial stations. The net gain in the next year is likely to be less. Barring sudden breakthroughs in uhf technology, or sudden acquisition of more vhf space from other spectrum users, or, with consequent disaster to the whole system, a wholesale degradation of present vhf standards to wedge more stations into the vhf range, the U.S. commercial television system appears to be fixed at approximately the number of stations now on the air.

There is hope, of course, that in the long range it may be possible to find ways to use more of the facilities that are now awaiting occupancy by commercial stations. But there are enough doubts about that development and its date to justify the kind of controlled exploration of subscription television that Zenith and RKO are proposing. There will be the opportunity to appraise policy after the Hartford test.

The existing system is strong enough now to survive new competition for audience and, if necessary, to adapt to changing times. It wasn't strong enough two years, three years, ago. Whatever the outcome of the Hartford test, the American public is guaranteed at least its present quantity and equality of television programming, which is to say the most and the best television in the world.

Spring training

BOTH Congress and the FCC are putting on a dazzling exhibition of legislative and regulatory pyrotechnics. It may be sheer coincidence that these come on the eve of the NAB convention in Chicago this week.

Chairman Oren Harris' Oversight Committee has moved from the Mack sensation, the Goldfine-Sherman Adams case, quiz-rigging and payola (with minor excursions into other non-broadcast areas) into ratings. In so doing it is stealing a march on Sen. A.S. Mike Monroney (D. Okla), who several years ago staked off this area as his private investigatory preserve.

The FCC has capped a series of secondary crack-downs with its massive March 16 attack on purported derelictions in sponsor identification. It descended upon 5,000 unsuspecting broadcasters with an interpretation of Section 317 of the law that threw them into a tizzy. It attempted to ameloriate the injury the other day by giving broadcasters, belatedly, a chance to state their case—a slight oversight on the commission's part in its original action. It's too bad the FCC didn't re-open the matter for rule-making.

We haven't made a recent count, but a sniff in the direction of Capitol Hill yields the odor of a dozen new bills to bind and gag broadcasters in different ways.

Broadcasters have no quarrel with those bills to outlaw quiz-rigging or payola. These practices already are nonexistent. They should be made criminal offenses where they involve corruption. But those omnibus bills to all but rewrite the existing law would impose upon stations sanctions and restrictions unheard of in the regulation of private enterprise outside the common-carrier field.

This bombardment will continue, we imagine, as long as the Oversight Committee's funds hold out, or until the committee can find better pay-dirt in other areas of government activity.

The only hope is that this election year will bring an early adjournment of Congress. The investigating committees, of course, can meet during the recess, but most members have a little fence-mending to do back home.

So more grist is supplied to the overloaded agenda in Chicago this week.

Image building

THE broadcasters' $10 million fund-raising campaign for Radio Free Europe, described elsewhere in this issue, is correctly called unprecedented. Never before have all the skills and talents of broadcasting been enlisted for a special RFE drive above and beyond the coordinated efforts of all media. In the two-week on-the-air campaign which starts April 24, the responsibility rests upon television and radio alone.

This is more than a responsibility; it is an opportunity which itself is unprecedented. For the first time since the quiz-rigging investigation broke last fall, bruised and battered broadcasters have a chance to show, in a single common enterprise, the immense abilities of radio and television to work in the public interest. It is their best as well as first opportunity to answer, in one voice, the charge that they are insensitive to public service needs.

There is no need to expand here on the importance of Radio Free Europe. Perhaps more than any other single group, broadcasters know its value. We have no doubt—indeed, there is a long history of performance in other RFE and countless similar campaigns to prove—that they would get behind this fund-raising venture even if it were not so clearly to their own benefit to do so.

Drawn for BROADCASTING by Sid Hix

"I had a horrible dream last night . . . I dreamt all those private eyes on tv were investigating us!"

OH, THEM GOLDEN OXEN!

(and sheep and hogs, too!)

Allow us to introduce three traveling representatives of the Kansas City Livestock Yards. These beauties and their fellow beasts still come about as close to being worth their weight in bullion as anything on the market.

To talk to this $400,000,000 market, and the thousands of cattlemen who ship to the Kansas City market, the Kansas City Livestock Yards spends a major portion of its advertising budget on WDAF Radio.

When you want to reach these thousands of stockmen with nearly a half billion dollars to spend (and the other folks with two billion to spend), don't you think you should use WDAF Radio, too?

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